



A Message from the Founders

To our Restaurant Partners,

Welcome to the first edition of **Oddle Uncovers**, our monthly merchant newsletter.

It's been nearly a decade since our founding, and we never envisioned we would come this far. What started as a simple idea to build an affordable e-commerce platform that prioritised its merchants has since evolved into a full suite of industry-leading digital solutions, including Reservations and Payment Terminals.

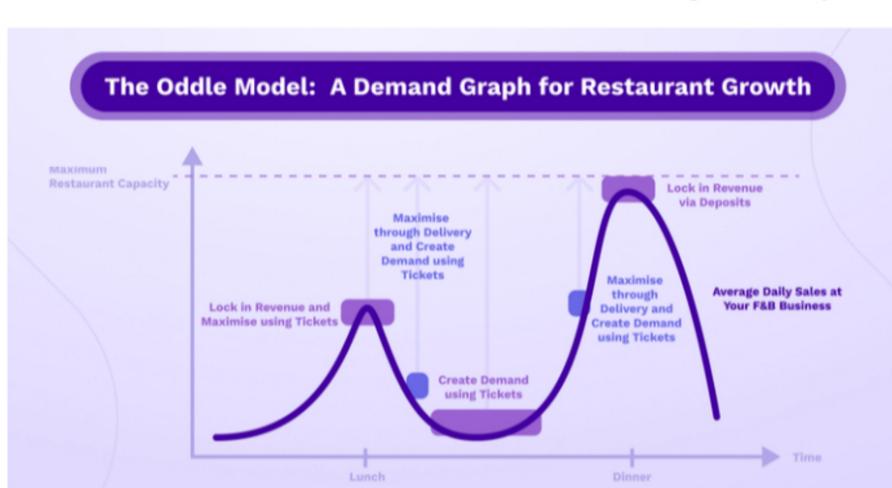
None of this would be possible without your support. This newsletter series is both an expression of our gratitude and an effort to deepen our engagement with you.

Each month, we hope to offer a preview of upcoming product updates, share relevant industry trends, and shine a spotlight on merchants who have successfully transformed their sales strategies with Oddle's digital solutions.

Here's a recap of how Q1 2023 has gone so far. Since the year began, we've:

- Released **Host App v3**, improving both the speed and efficiency of reservation management
- Made the **New Merchant Admin** available in all countries, effectively sunsetting the previous OMS dashboard
- Piloted **Virtual Lounge**, a queue management and customer engagement solution that provides your diners a seamless, consistent experience in their end-to-end customer journey. Catch a glimpse of it in our Greenwood Fish Market feature below!

There's more to come still, and we look forward to sharing it all with you.



Rewriting the Restaurant Reservations Playbook

Traditionally, reservation platforms are about driving efficiency. While they help increase engagement with customers, they do little in the way of driving sales or generating demand. Restaurants are losing out by paying costly per cover charges and subscription fees with little potential returns.

Oddle Reserve solves this problem on two fronts. Firstly, our platform is available for **free**. Secondly, we build features that aim to maximise your restaurant's potential demand. Our 'Tickets' function increases the potential of your sales during peak periods, and encourages higher footfall during low traffic hours.

Our team is constantly working on improvements to achieve better user experience. With deposits & pre-payments now available, restaurants can also look forward to upcoming features like:

- Card guarantee
- Generating payment links for diners
- Timeline view for flexible scheduling
- Assigning a reservation across multiple tables

[Read about the philosophy behind Oddle's Reservation Platform here →](#)



Drive sales, engage customers, improve return rates—all with one system

Cold water seafood specialist Greenwood Fish Market (GFM) transformed their Quayside Isle outlet into a multi-concept restaurant late last year, greatly expanding their scale of operations.

Several issues quickly became apparent:

- GFM offered a multitude of dining experiences and seasonal specialties, but lacked the tools and expertise to effectively market them
- Customer return rate was not high, and a manpower crunch prevented them from fully engaging with guests

Find out how GFM was able to resolve it all with a single system.

[Plus, don't miss a preview of our innovative Virtual Lounge, a highly-visual experience that combines queue management with customer engagement →](#)

Did You Know?

Oddle data shows that consumers start ordering for Mother's Day approximately 3 weeks in advance.

We'd love to hear from you! Connect with us on our socials below.