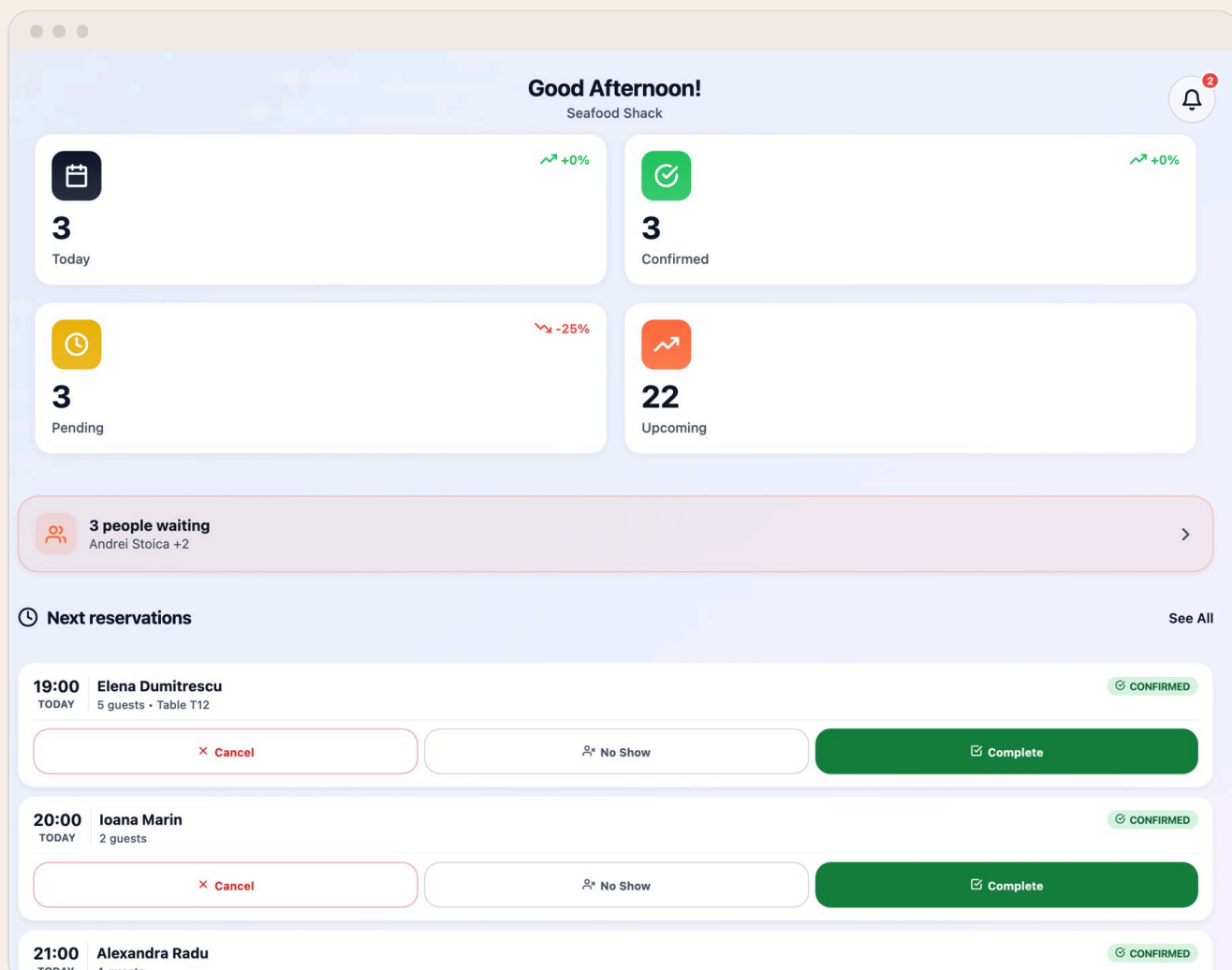




ZESSTO BUSINESS

User *guide*

Everything you can do from your restaurant's dashboard,
explained briefly.



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01

Restaurant profile

Your profile is what a guest sees before deciding where to go. You fill it in once and update it whenever you like.

The screenshot shows a web browser window with the title "Restaurant Profile". The main header is orange and contains a profile picture of a restaurant, the name "Seafood Shack", a description "Restaurant, Mediterranean • \$\$\$", an address "Șoseaua Nordului 7-9", and an "ACTIVE" status with a toggle switch. Below the header are six white cards with icons and labels: "Basic Information", "Venue, cuisine and prices", "Opening Hours", "Reservation Settings", "Social Media", and "Priority Listing". Each card has a green checkmark and a dropdown arrow on the right. The "Priority Listing" card also has a green "Active" button and a description: "Your restaurant gets priority in search results and recommendations."

- The setup guide shows what is missing and takes you straight to the right field.
- Photos, description, type of venue, cuisine and price range.
- Opening hours for the dining room and the kitchen, address, area and map pin.
- Amenities, from a terrace to parking, and links to your social media.

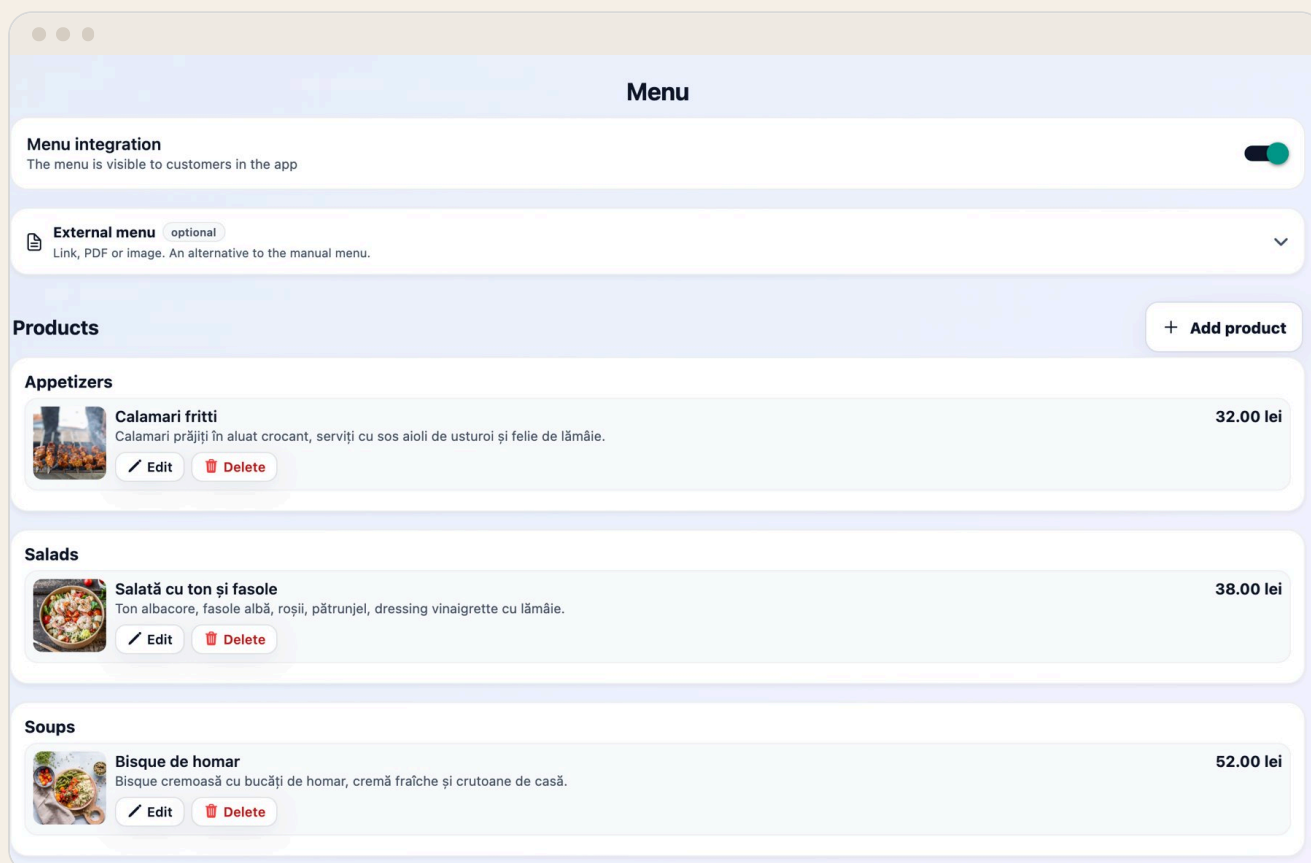
TIP

The first photo becomes the main image. Pick a bright one, of the room or your best dish.

02

Menu

Your menu, right in the app, with prices and photos.



- Add dishes by category: starters, soups, mains, desserts.
- Each dish has a price, a short description and a photo.
- Already have your menu as a PDF or on your website? Add the link and skip the typing.
- Change it any time, and the changes show up straight away.

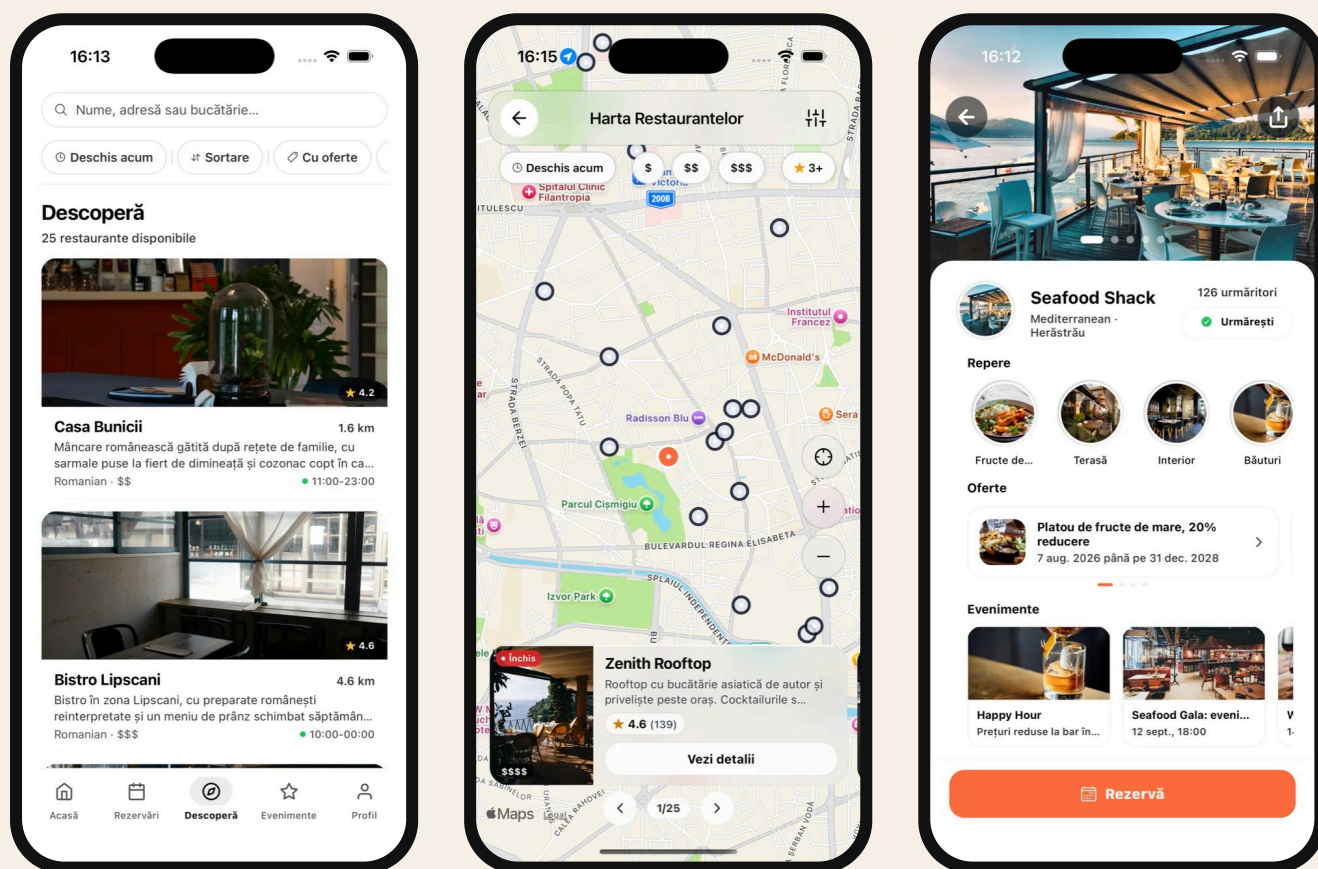
TIP

Dish photos catch the eye. Start with your five most ordered dishes.

03

How guests see you

Everything you fill in appears in the Zessto app, where people look for places to go out.



- In Discover, next to the other restaurants in the city, with filters for cuisine, price and what is open now.
- On the map, for people looking for somewhere nearby.
- On your own profile: photos, highlights, offers, events, menu and reservations.

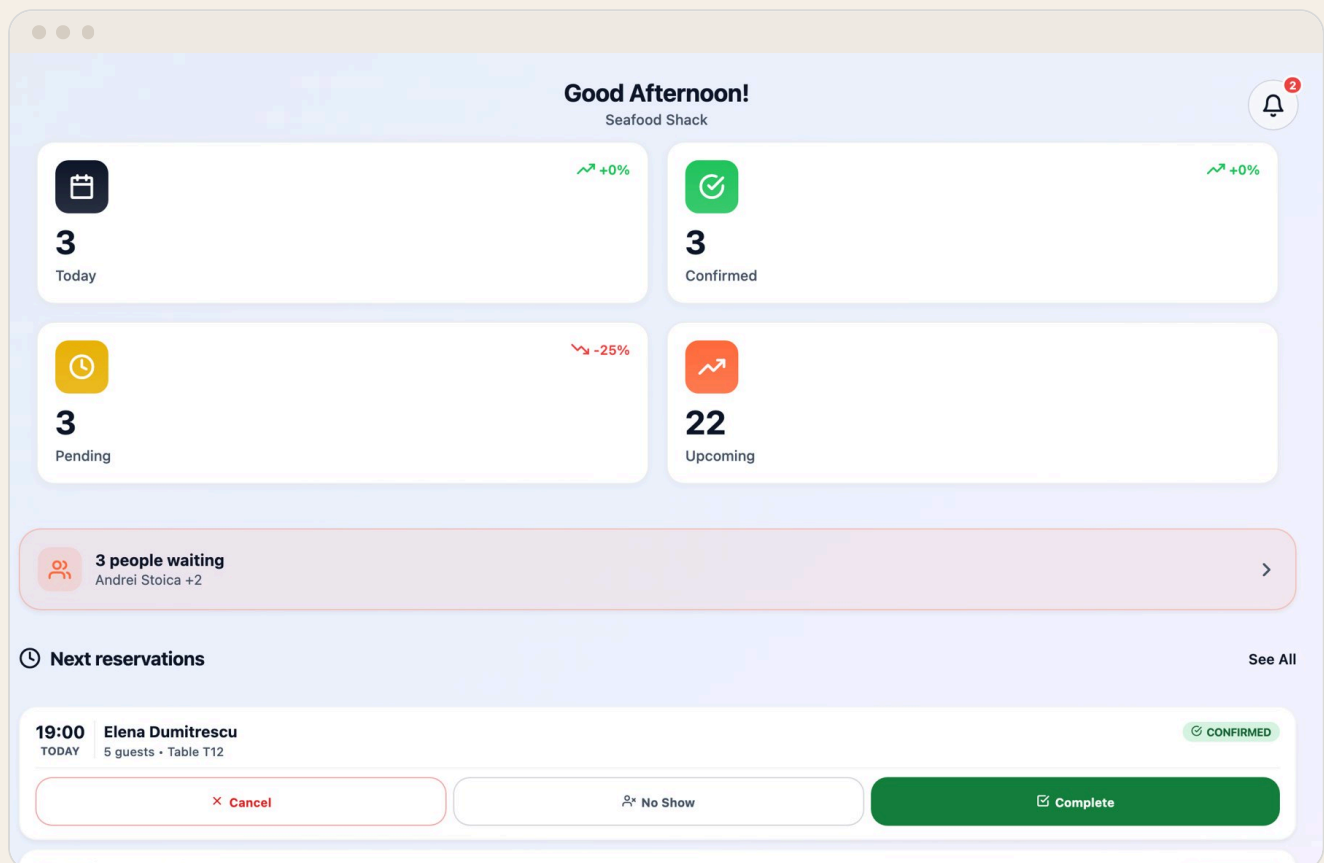
TIP

A complete profile, with photos and a menu, is the first thing that makes a difference.

04

Dashboard

Your day at a glance, as soon as you log in.



- How many reservations you have today, how many are confirmed, pending and upcoming.
- The next reservations, with time, name and party size.
- Mark them as completed, no show or cancelled right from here.

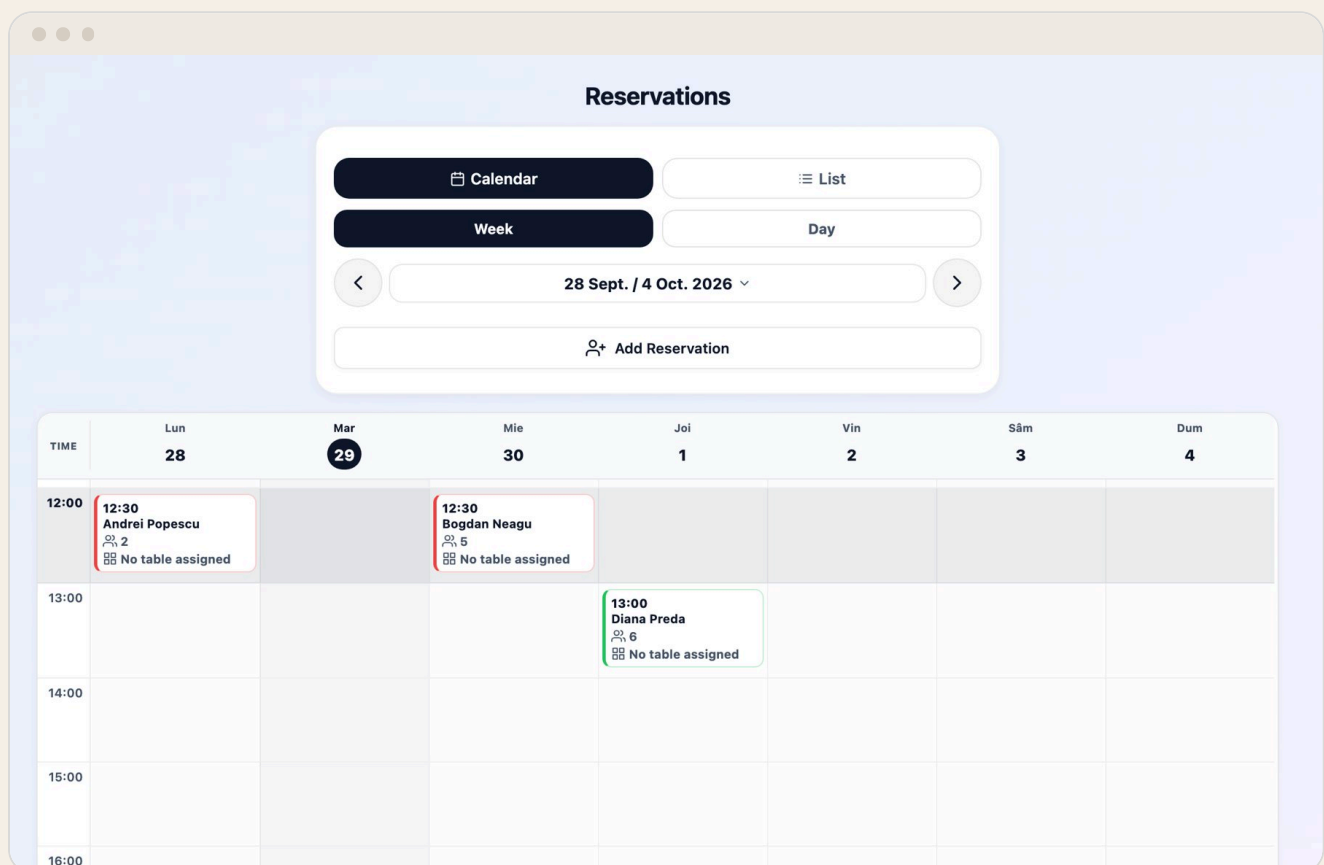
TIP

Keep the dashboard open on a tablet at the front desk during service.

05

Reservations

All your reservations in one place, as a calendar or a list.



- See them by day or by week.
- Confirm new reservations with one tap, or have them confirmed automatically.
- Every reservation has its details: party size, table, phone number and notes.
- Set how many reservations you accept in the same time slot.

TIP

Automatic confirmation helps on busy days. The rest of the time, you can check each reservation yourself.

06

Phone reservations

Reservations taken over the phone go into the same calendar.

The screenshot shows a mobile app interface for adding a reservation. At the top, there's a back arrow and the title 'Add reservation'. The form includes several fields: 'CUSTOMER NAME *' with a text input 'Customer Name'; 'DATE *' with a date picker set to '29 Sept 2026'; 'PEOPLE *' with a numeric input '2'; 'SECTION' with three buttons: 'All' (selected), 'Parter · 4', and 'Terasa · 1'; 'TIME *' with a row of time slots from 12:30 to 20:00, where 12:30 is selected; 'CONTACT OPTIONAL' with two inputs for phone number ('+40 ...') and email ('email@...'); and 'NOTES' with a text area 'Internal note (optional)'. At the bottom, there is a dark blue button labeled 'Create reservation'.

- Name, date, party size and section: dining room or terrace.
- The app only shows you the times that are still free.
- The guest's phone number, so you can call if anything changes, and an internal note.

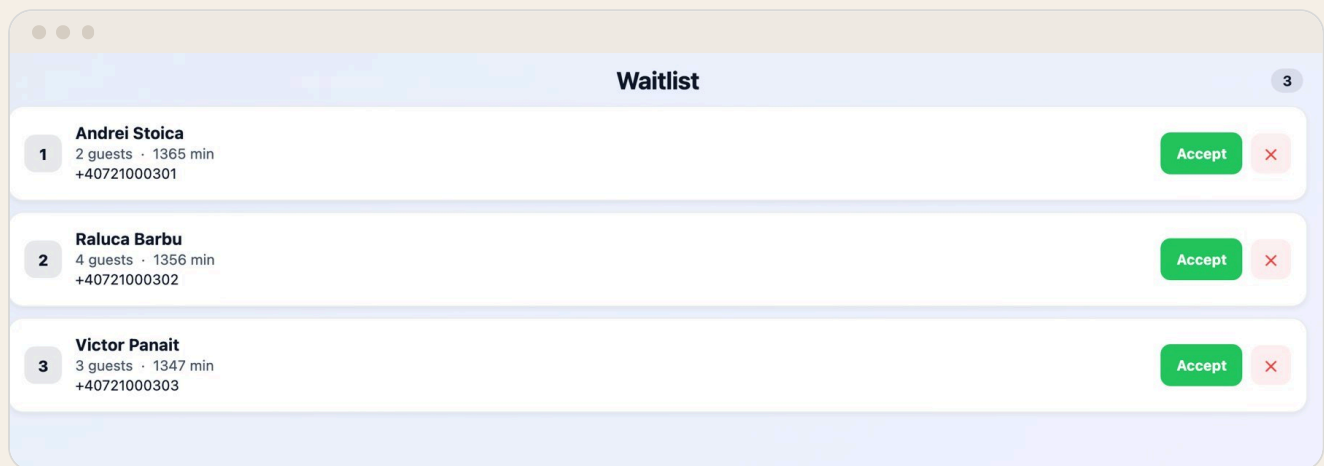
TIP

No more keeping two lists: everything booked is in one place.

07

Waitlist

When the room is full, guests can join the waitlist instead of leaving.



- See who is waiting, how many people and for how long.
- Accept or decline with one tap.
- Everyone's phone number is at hand.

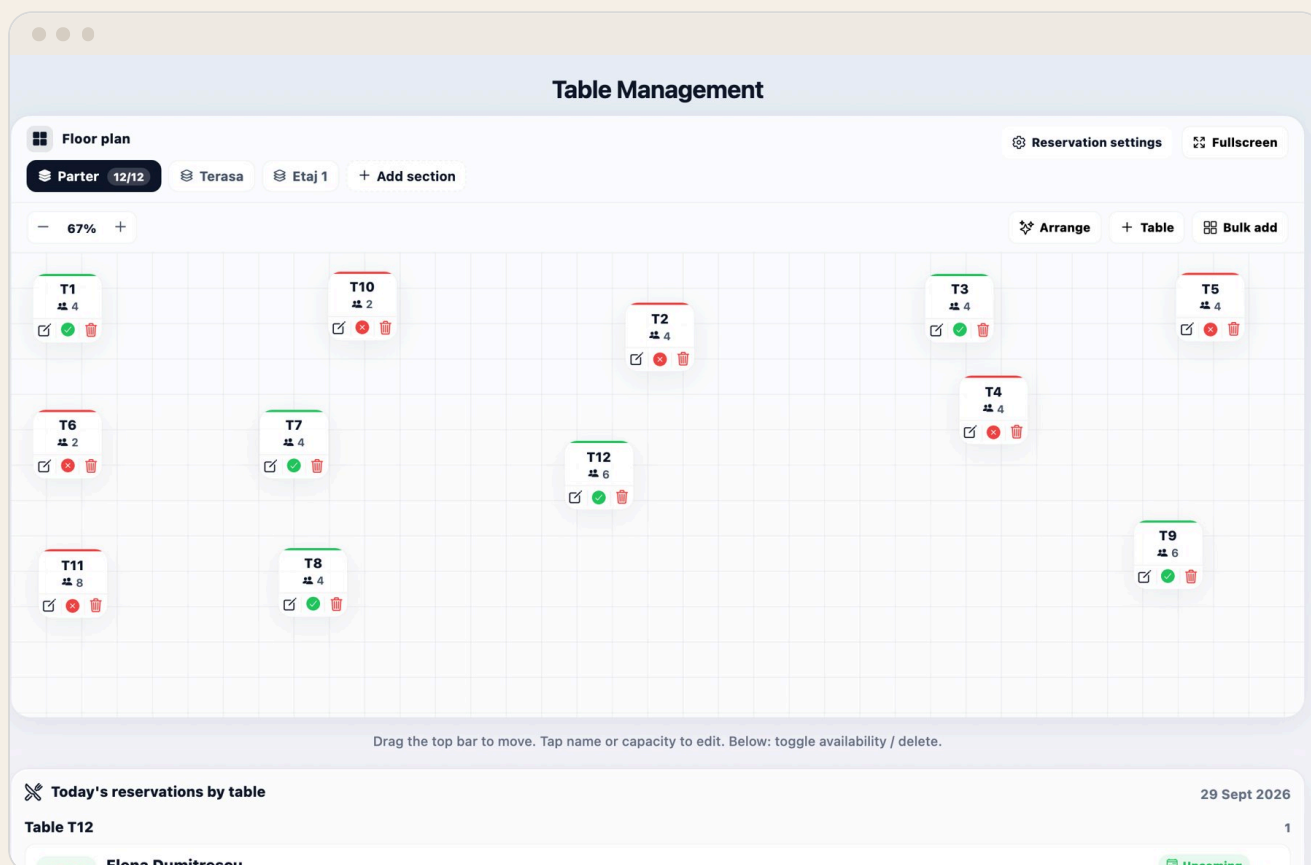
TIP

A table that frees up early can go straight to the first person on the list.

08

Tables and floor plan

Your room, drawn the way it really looks.



- Tables with numbers and seats, in sections: ground floor, terrace, upstairs.
- Move them with the mouse or your finger.
- See in real time which tables are free and which reservation each one has.
- Occupancy statistics by section.

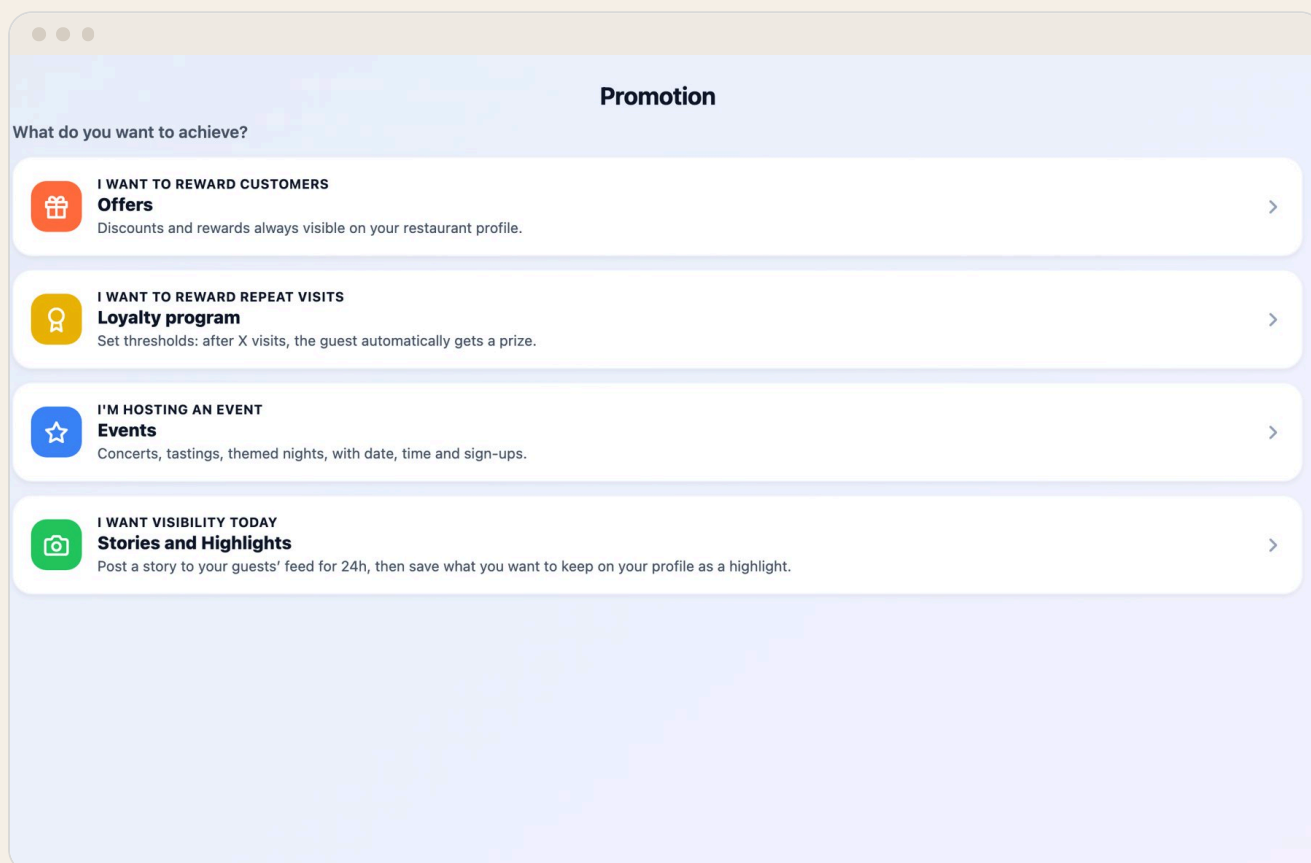
TIP

With the floor plan on, you pick the table as you confirm the reservation.

09

Promotion at a glance

The promotion tools start from what you want to achieve.



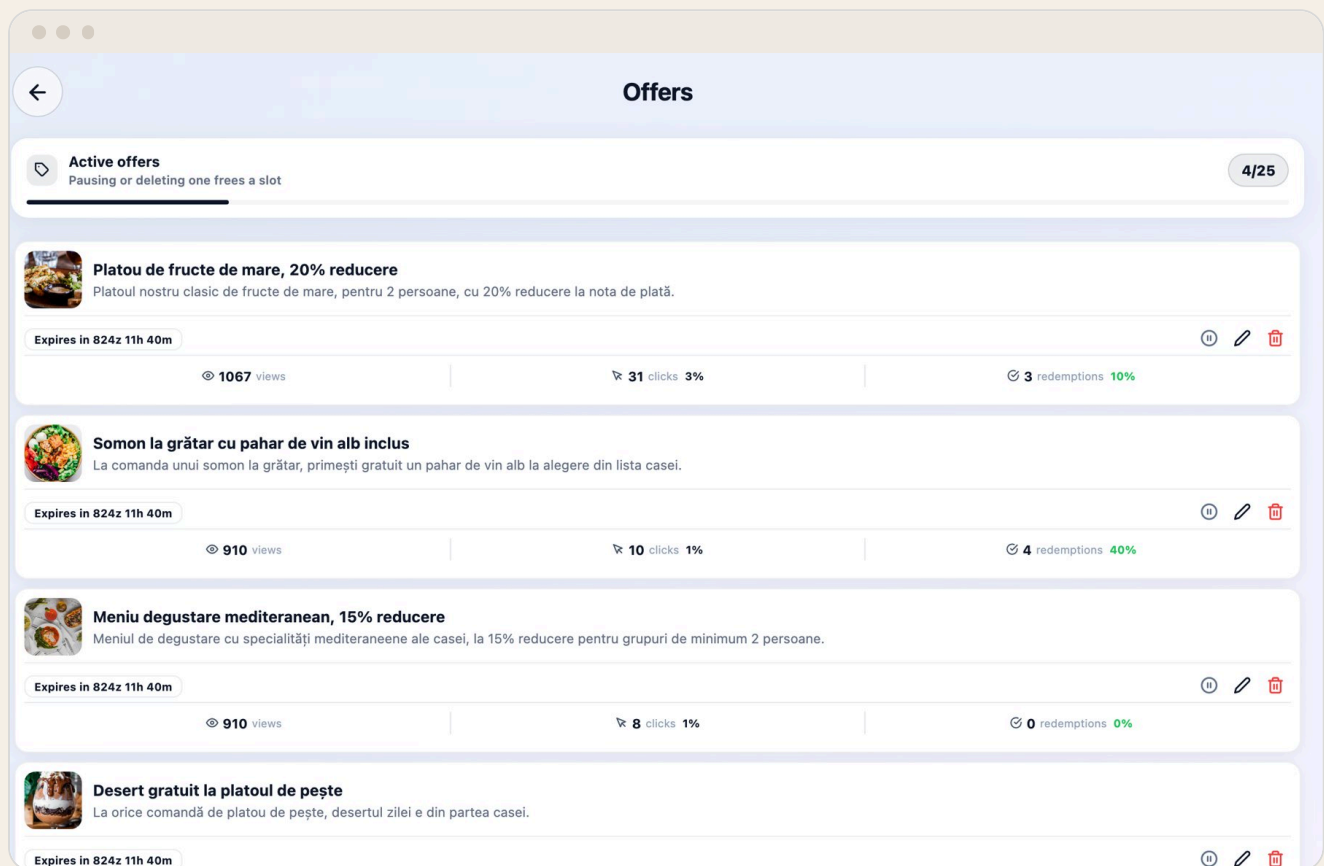
- Reward guests with offers shown on your profile.
- Reward repeat visits with a loyalty program.
- Host events: concerts, tastings, themed nights.
- Want to be seen today? Post a story.

TIP

Start with an offer for the quieter days of the week.

10 Offers

An offer sits on your profile, where anyone looking at the restaurant can see it.



- Title, description, photo and the period it is valid for.
- See how many people viewed the offer, clicked it and used it.
- Pause or delete it at any time.

TIP

Offers work best on the days and at the times when the room is emptier.

11

Loyalty program

Reward the guests who come back.

The screenshot shows a mobile app interface for configuring a loyalty program. At the top, there's a back arrow and the title "Loyalty program". Below this is a section titled "Reward repeat visits" with a subtext: "Set thresholds: when a guest reaches the chosen number of visits, they automatically get the prize." A toggle switch labeled "Program active" is turned on. The interface lists two milestones. "Milestone 1" has a "Number of visits" of 2 and a "Prize" of "Desert gratuit". The "Prize type" is set to "Free item" from a list including Discount, Voucher, Freebie, Upgrade, and Experience. An optional "Value" field is present with the placeholder "e.g. 10% or €10". "Milestone 2" has a "Number of visits" of 3 and a "Prize" field. Each milestone has a trash icon for deletion.

- Set milestones: after a certain number of visits, the guest gets a reward.
- You choose the reward: something on the house, a discount, a voucher, an upgrade or an experience.
- Visits are counted automatically at check in, with no paper cards.

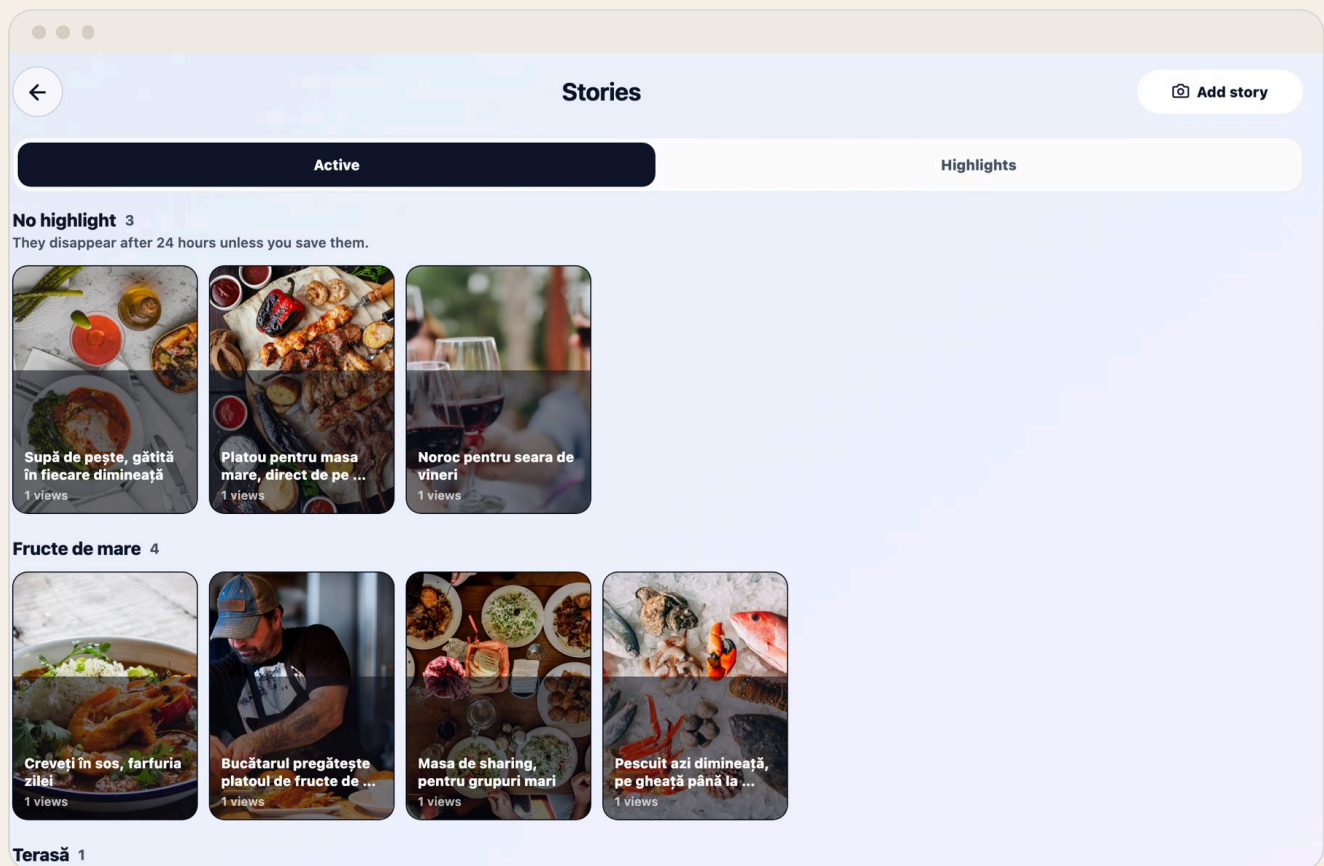
TIP

A small first milestone, at two visits, brings guests back quickly.

12

Stories and highlights

Show what is happening at your place today: the dish of the day, the terrace at sunset, the kitchen getting ready.



- A story is a photo with a short caption and stays in the app for 24 hours.
- Anything you want to keep, you save as a highlight on your profile, grouped by theme.
- See how many views each one gets.

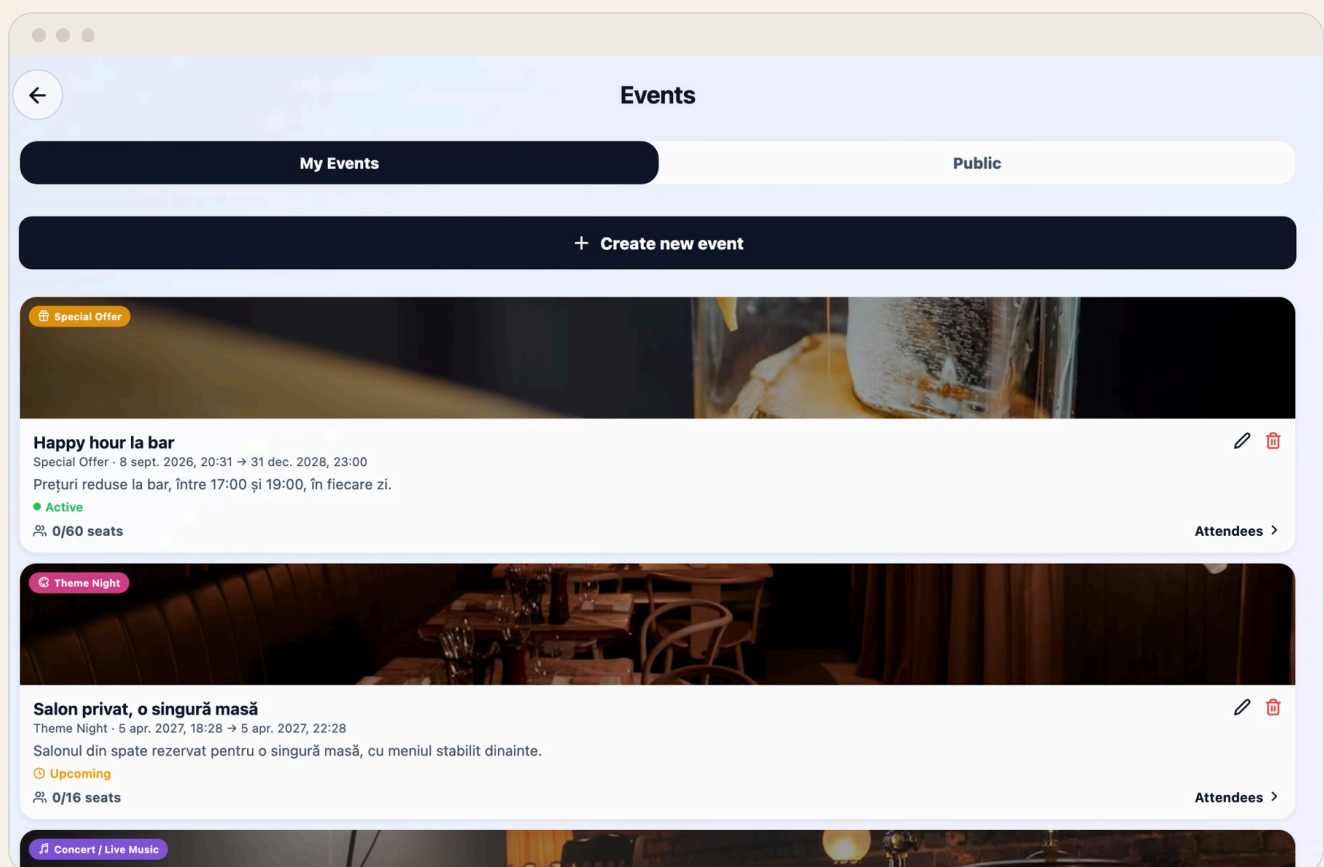
TIP

Post before the busy hours, when people are choosing where to go that evening.

13

Events

Concerts, tastings, match nights or themed evenings, with a date, time and seats.



- Create your own events, with a photo and description.
- See how many people signed up, so you know how many to prepare for.
- You can also join public events in the city promoted by Zessto.
- Guests find them in the Events section of the app.

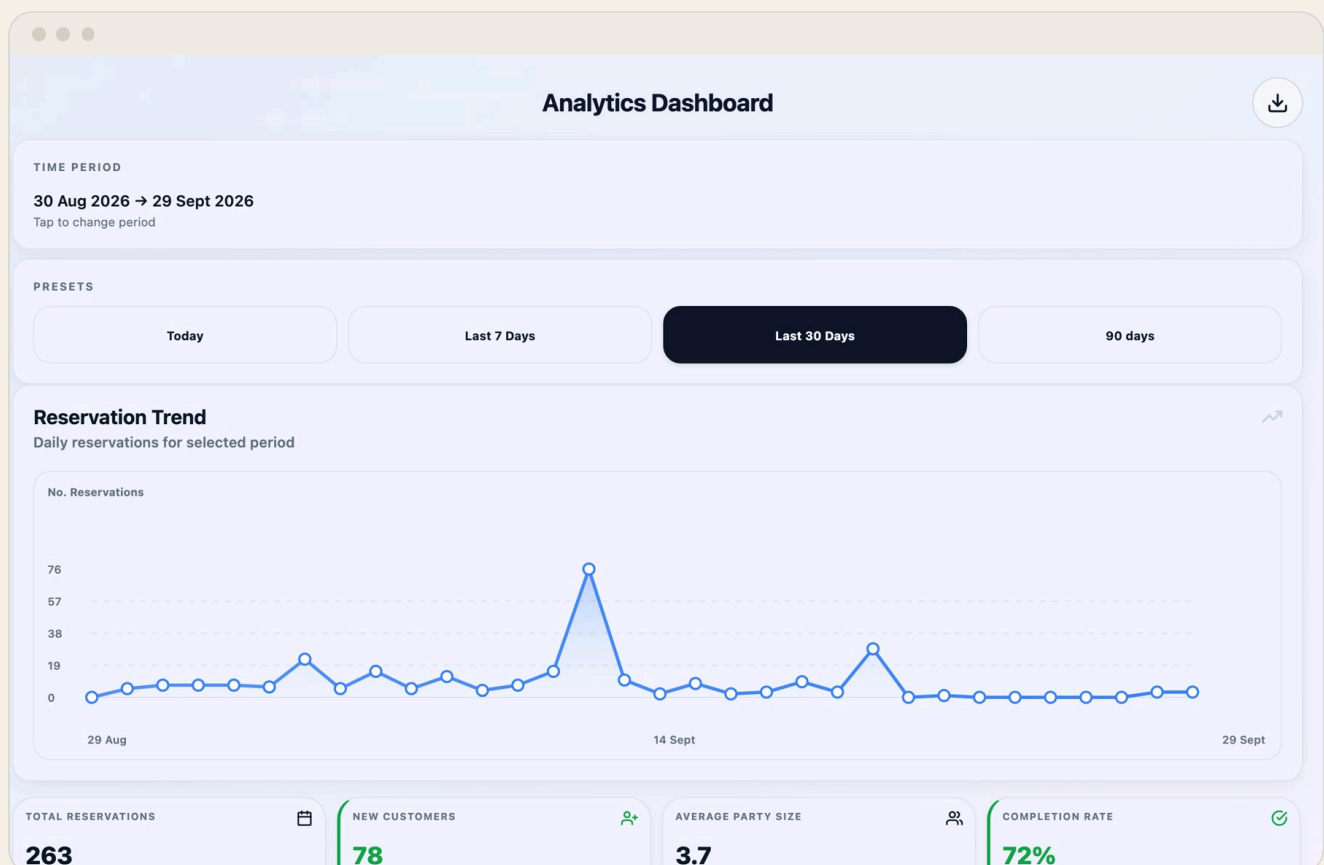
TIP

Announce an event at least a week in advance.

14

Reports

The numbers that matter, without complicated tables.



- How your reservations change over the period you choose: today, 7, 30 or 90 days.
- Total reservations, new guests, average party size and completion rate.
- No shows and cancellations.
- Your busiest and quietest days and hours.

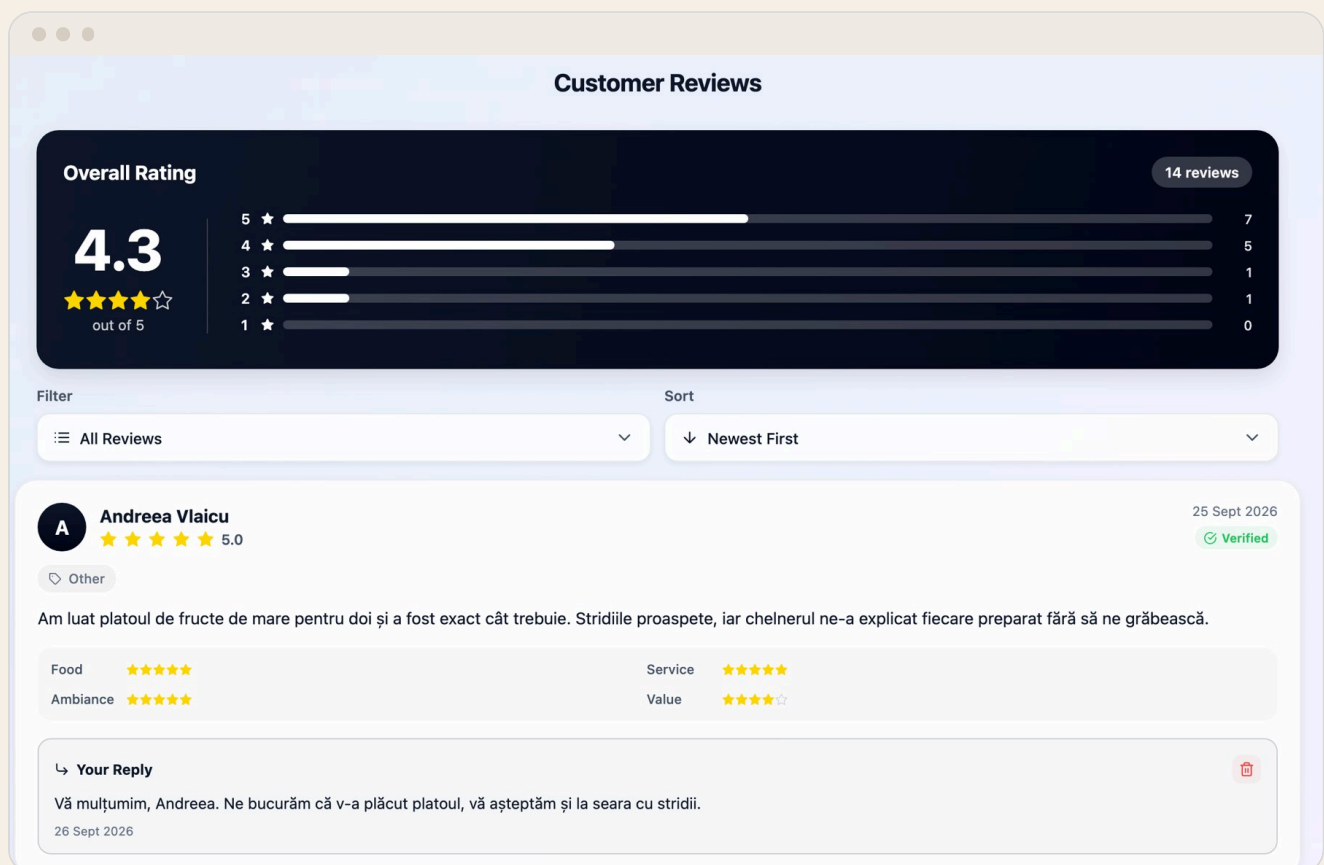
TIP

The quiet hours in your reports are the best time for an offer.

15

Guest reviews

What your guests say, in one place.



- Your overall rating and how the stars are spread.
- Separate ratings for food, service, ambience and value for money.
- Filter and sort reviews.
- Reply directly, and your reply appears next to the review.

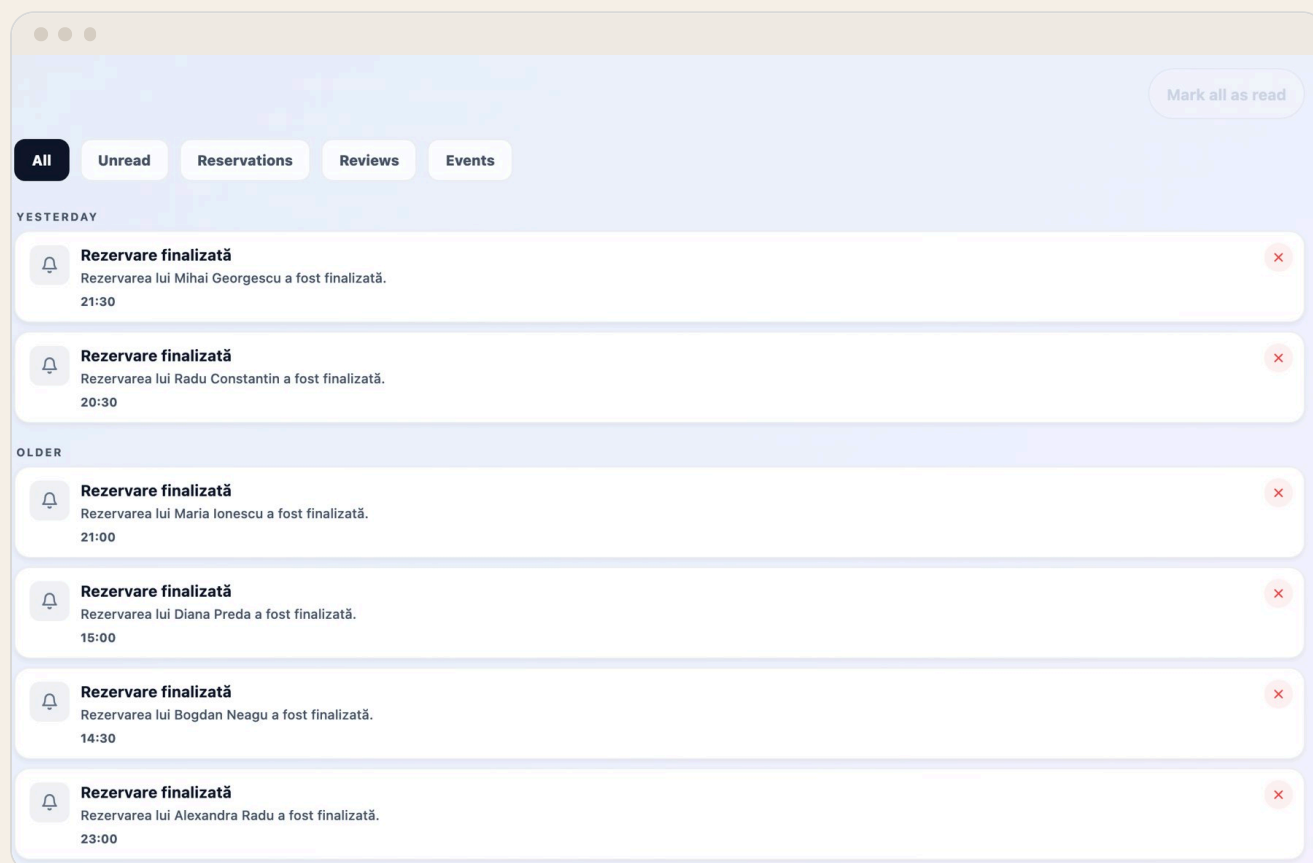
TIP

A short, calm reply to a poor review counts for more than ten good reviews left unanswered.

16

Notifications

Know straight away what is happening at the restaurant.



- New, confirmed, completed or cancelled reservations.
- New reviews and event sign ups.
- Filter by type: reservations, reviews, events.

TIP

Choose which notifications you get and where: in the app, by email or by SMS.

Your restaurant, *on Zessto.*

Create your account, fill in your profile and your restaurant appears in the app. The Zessto team can help you set it up.

business.zessto.com

Questions: contact@zessto.com