

A checklist for reopening your restaurant

Get online and reopen your books

- ◇ When your market reopens, [update your online availability setting](#) so people can find you.
- ◇ Decide what type of service makes sense for your restaurant as you reopen and consider adding [take-out and/or delivery](#).
- ◇ Stay informed about local regulations and [adjust your floor plans](#) and hours accordingly.
- ◇ Confirm that your special days and shift settings are up to date.
- ◇ Consider opening up a waitlist that guests can join from home and get notified when you're ready for them to check-in.
- ◇ Update your hours of operation, [menus](#) (including any new items with [photos](#)), delivery, and takeout information on your OpenTable profile.
- ◇ Let diners know about any health and safety precautions you are taking by [updating booking policies](#) and adding the info to your profile.
- ◇ Contact your vendors to let them know you're reopening.

Anticipate and alleviate customer concerns

- ◇ Be empathetic to guest requests such as changing seats, asking for new cutlery, or avoiding waiting areas.
- ◇ Consult your local business bureau and the CDC for any extra sanitation guidance.
- ◇ Consider adding sanitizer stations at your entrance for guests.
- ◇ Beyond your profile and booking policies, let guests know what precautions you're taking on your website and/or via email.
- ◇ Discourage food sharing by [changing shared or family-style dishes](#) to individual portions.
- ◇ Consider menu boards or single-use menus to decrease points of contact.
- ◇ Adopt a credit card-only system to eliminate handling cash (check local laws first).

Rehire and retrain your staff

- ✦ Consider starting with a skeleton crew as you adjust your operations and respond to diner demand, bringing back staff who can perform multiple tasks.
- ✦ If you're unable to bring back staff, make time to interview and look for new talent.
- ✦ Retrain staff on reservation systems, point-of-sale, and other technologies. See [helpful articles](#), [videos](#), [certification materials](#), and how-to articles on OpenTable products.
- ✦ Update your team's [access levels](#) for any technologies.
- ✦ Share talking points with staff for anticipated guest questions. Add them to [shift notes](#) to keep these top of mind.
- ✦ Create schedules with both safety and economic well-being in mind. Be strategic and fair with your staff's shifts.
- ✦ Have an on-call program so staff can cover for one another should anyone become ill.
- ✦ Make clear to your team that should anyone feel unwell, they should not come to work. See prevention and monitoring [tips from ServSafe](#).

Let customers know you're open!

- ✦ Post a window sign to let guests in your area know you're open for business.
- ✦ Change your voicemail message to let people know they can reserve a table soon through your website, on OpenTable.com or through the OpenTable app.
- ✦ Update your online business information to reflect your most up-to-date business information and capabilities, including your website, Google My Business, Facebook profile, and all social profiles.
- ✦ Reinforce your safety procedures online, including your website and OpenTable profile, so people feel assured you've created a safe and healthy dining environment.
- ✦ Email your guest database with updates about your hours, menu details, photos, and any announcements you think may interest them.
- ✦ [Customize and resend booking confirmation emails](#) to ensure your guests are aware that you're reopening. (Remember: [OpenTable automatically confirms reservations through text and email](#).)
- ✦ Share your plans to reopen on your social channels in advance using these [social assets](#).
- ✦ Create videos and Instagram Stories leading up to your date of reopening that show how you're preparing your kitchen and dining rooms to reopen for service.
- ✦ Remind guests that if they prefer to wait a little longer to dine out, they can support your restaurant by [buying gift cards](#) to use in the future. (OpenTable has waived fees on its 3 Gifts program, so get involved and be promoted to millions of diners looking to buy gift cards.)



For more resources, visit restaurant.opentable.com/doors-open