

The New Style Thai Food – Yes Thai

There are so many Thai restaurants springing up in many different provinces these years, and it is not hard to tell more and more people like Thai food. Besides, there are a certain number of traditional Thai restaurants improving their recipes and placing fresh ingredients into the cuisine; gradually, a new style of Thai food has been formed. The first store of Yes Thai has been opened in Coco Park at Shenzhen as far back as 2006. Being a restaurant group of ten stores, **Yes Thai** has been one of the symbols of the new style Thai food.

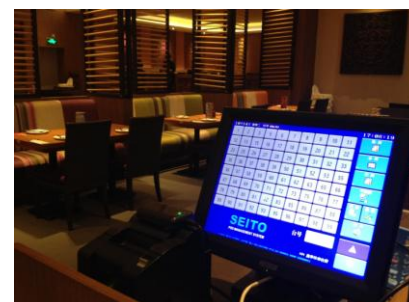


The success of Yes Thai is recognized by its modern style decoration as well as its original and innovative Thai dishes. Stepping inside Yes Thai, it is easy to recognize that its decor is out of the ordinary. The decoration is stylish, the utensils and



ornaments are distinctive which definitely lock people's eyes with no doubt. Moreover, while Yes Thai devotes to keep the features and essences of Thai food, it also keeps trying new ingredients and cooking methods to create innovative dishes with delightful presentations and tastes. As a result, traditional taste of Thai food has been presented in a brand new way.

With this innovative spirit, Yes Thai applied **Seito Food & Beverage Management System** to assist its business operation. **Seito Queuing Tag Management System** and **Reservation Management System** computerize customer queuing and table reservation. Customer queuing time is greatly reduced. In addition, confusion and human mistakes are minimized. By using Seito Attendance Management System, management staff of Yes Thai can easily collect staff attendance records. The attendance management becomes more efficient. Yes Thai also applied **Seito Membership Management System** as a tool of Customer Relationship Management (CRM). Apart from providing add value function, the system also provides other useful functions such as member discounts, member prices etc. By offering these members' benefits, customers are encouraged to visit and spend more. Furthermore, the Membership Management System keeps members' transaction history. The management staff is able to understand and analyze customers' preferences so that suitable promotion strategy can be planned to increase revenue.



With this innovative spirit as well as the adherence on keeping the original tastes and essences of Thai food, Yes Thai become the symbol of the new style Thai food.