



VIP Guest List

EXECUTIVE ADMINS

This group tends to have responsibility for a single executive, a group of executives, or a department.

Dining profile:

These influential individuals are involved with multiple types of dining. They order in food for working lunches, arrange catering for small group meetings, organizing private dining events, and make dining reservations for their executives.

How Dinova helps them:

These individuals act as an extension of the executives they serve, so when their actions are directly adding savings to the company's bottom line with the Dinova rebate, they're happy. But they're also often time-strapped, so Dinova's assistance in making dining decisions convenient for them – by giving them easy-to-use search tools and filters that help them narrow their quality options, regardless of location – is key.

Anything else?

Although they make a lot of business dining arrangements, they're not typically present at these meals. Reward programs are often important to them. Many participate in Open Table rewards, so they may be interested to know that making a reservation at a Dinova restaurant – whether accessing the Open Table system through the Dinova search app or not – doesn't prevent them from earning their Open Table points. Also, this group tends to be influential – if they support the Dinova program, they will tell others about it.