

ReServe Interactive Reports Record Breaking Growth in 2006

2007-03-19

ReServe Interactive reported 62-percent growth in 2006, doubling an already significant growth of 32-percent in 2005, and marking the largest increase in the company's 11-year history.

Company management attributes the substantial increase to the latest developments to its product offering, intensified marketing efforts and the recent acquisition of multiple nationally-known clients.

Throughout 2006, the company's growth strategies included enhancing its traditional client/server software applications to include multiple system interfaces and advanced Web-based capabilities. A larger marketing investment reinforced the company's presence in the marketplace, and a concentrated sales effort focused on nationally recognized clientele. ReServe also defined a customer-focused strategy that would include face-to-face trainings and 24/7 customer support in order to build customer loyalty and create long-term business partnerships.

'We care about our customers, and every department, from sales to support to engineering, works hard to be responsive to our customer's business requirements,' explains Beth Goodell, president and chief marketing officer. 'Our growth is an example of how our evolving product offering, our industry reputation, and our commitment to long-term business partnerships have made a difference in our position in the hospitality technology marketplace.'

ReServe Interactive(TM) is the only fully-integrated software suite of its kind that provides catering, event, dining reservations and table management in one system formatted in either a traditional client/server software application or in a securely hosted Web-based version. The catering and event management software programs uniquely offer a point-and-click design to easily automate the process of booking and executing banquets and events. Dining reservations and table management software programs are designed to automate the process of taking restaurant dining reservations and managing guest seating status.

A dynamic organization with an entrepreneurial spirit, ReServe Interactive moves quickly to meet new technological challenges and changing market demands. Throughout 2006, ReServe Interactive introduced several enhanced product offerings such as ReServeIT(TM), an online dining reservation system, multiple POS system interfaces, and ReServe Anywhere(TM), a web-based version of its hospitality management software solution. ReServe is on the forefront of technological offerings within the hospitality industry and continues to advance its offering by providing new and innovative functionality. With more specialized features, such as web-based capabilities and advanced interfaces, ReServe is able to easily tailor program applications to meet specific user needs.

ReServe Interactive has committed resources over the last year to adding personnel in the areas of sales and service, offering a unique skill set with both computer technology skills and hospitality industry experience to help respond to increasing market demand, and enhance support and training efforts. With an innate knowledge of the work being done by their customers, ReServe Interactive creates products and customized solutions that simplify operations and make the customer's job easier.

'Our engineers come from a background of high tech industries and they apply that technology knowledge to our product development,' explains Lynn Carter, executive vice president and chief technology officer. 'Our platform is on the leading edge of new technologies, enabling us to not only produce a high performing application, but to efficiently integrate that application into the overall environment. We provide interoperability with key systems offering even greater benefit to the customer.'

Another recent investment in growth was the company's corporate name change in 2005 when it began doing business exclusively as ReServe Interactive, a name once used to reference its suite of software products. The new, succinct branding strategy simplified the company's identity and go-to-market approach, as well as increased brand equity for the ReServe Interactive name. Since the extensive re-branding effort, ReServe Interactive has acquired an impressive customer base including Wolfgang Puck Catering, Robert Mondavi Winery, The John F. Kennedy Center for the Performing Arts, Lambeau Field, Stanford University, The Melting Pot Restaurants, Starr Restaurant Group and Levy Restaurants.

ReServe Interactive specializes in Catering, Event Management, Dining Reservations and Table Management applications for the hospitality industry and is the only integrated solution for managing banquets and restaurant reservations in one system. The company was incorporated in 1996 and brings more than 20 years experience in hospitality management, sales and service, and software engineering. ReServe Interactive software is suitable for a variety of hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs, cultural institutions and wineries. The company brings more than two decades of experience in hospitality management and software development.

This article comes from Hotel News Resource

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