

ReServe Interactive Announces Pending HTNG Single Guest Itinerary Certification

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ReServe Interactive, a leading provider of hospitality management technology, is in the process of applying for Single Guest Itinerary Certification under the Hotel Technology Next Generation (HTNG) Certification Program. As an HTNG-certified product, ReServe Interactive's(R) Dining Reservation software will join a select group of technology products that promote interoperability and information exchange among systems that service the needs of hotel properties.

'As an active member of HTNG and a participant in several of its workgroups, we are very pleased to move forward with the certification process,' said Lynn Carter, Chief Technology Officer of ReServe Interactive. 'We feel our Dining Reservation software will help the hotel community streamline the reservation process and provide the functionalities that benefit hotel operations as well as improve the guest experience.'

Single-Guest Itinerary allows the various systems involved in managing guest reservations and activities at a property to seamlessly share information about guest visits including room and dining

reservations, golf tee times, spa reservations and other activities. It gives hotel staff the ability to centrally view and coordinate activities across multiple systems and then shares information with the hotel guest in a single guest itinerary.

ReServe Interactive dining reservations software is designed to automate the process of taking restaurant reservations and managing guest seating. It is one of the only software programs of its kind with Smart Reservation Technology™, which ensures that reservations are taken accurately and efficiently while optimizing covers and maximizing service quality. It uses table inventories, turn rates and seating rates to dynamically present available times for reservations; eliminates expensive manual system mistakes from rules that were broken or illegible handwriting; tracks reservation comments, so requests can be honored accurately; supports multiple restaurants in the same system; manages waitlists and cancellation lists; generates automatic e-mail confirmations; and produces valuable financial, marketing and dining-related reports.

ReServe Interactive is a corporate industry member of HTNG and actively participates in the Property Web Services workgroup - a group dedicated to developing Web services designed to promote interoperability and information exchange among systems that service the needs of hotel and resort properties. Other workgroup activity includes participation on the Single Guest Itinerary sub-team and the Guest Self Service sub-team which focuses on the development of specifications for guest self-service devices, including but not limited to kiosks.

The premier technology solutions association in the hospitality industry, HTNG is a self-funded, global, non-profit organization. HTNG members include leading hotel and hospitality companies, hospitality technology vendors, and other industry members including consultants, media and

academic experts. HTNG's members participate in focused workgroups to bring to market open solution sets addressing specific business problems and needs. The HTNG certification program provides a 'seal of assurance' for products that conform to HTNG specifications.

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

ReServe Interactive will be in attendance at the HITEC show, Booth #438, June 25-28, 2007, in Orlando, Fla.

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