

ReServe Interactive Achieves Eleven Consecutive Years of Growth

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2008 marks the eleventh consecutive year of growth for ReServe Interactive, one of the foremost providers of Catering and Event Management and Dining Reservation and Table Management software applications. The introduction of ReServe Anywhere(R), the web-based version of the product, and the development of partnerships with nationally recognized clients, have all contributed to the company's establishment in the industry as a leader in intuitive, intelligent software solutions.

'When we introduced ourselves to the industry in 1996, our goal was to create products that would bring natural order to hospitality operations by anticipating, automating and communicating at every step of the way.' explains Beth Goodell, President of ReServe Interactive. 'We will continue to strive to exceed our customers' expectations by further enhancing our product offering and the level of customer service we provide to help them succeed in ways they didn't know they could.'

Since the launch of ReServe Anywhere in 2007, more than 20 percent of the company's new and existing customers have selected the hosted application. That number continues to rise as customers realize the advantages of real-time access to ReServe's software modules and the efficiency and cost productivity benefits of a web-based offering.

Since 1996, ReServe Interactive has established key relationships with nationally recognized hospitality clients including Wolfgang Puck Catering, the Georgia Aquarium, Lettuce Entertain You Enterprises, Gaylord Entertainment Centers, Restaurant Associates, Levy Restaurants, The Melting Pot and Brunswick Recreation Centers.

'ReServe's software made us efficient as an organization, from our salespeople to our maintenance department, and that efficiency equals increased revenue,' says Will Ramsey, Director of Group Sales for the Georgia Aquarium. 'There is no way we would've been able to handle the unexpected number of events that were booked in our first year without it.'

The upcoming year will bring advanced customer service initiatives that include web-based support portals and training modules, the addition of staff, and the extension of service and support hours. Catering & Event Management, and Dining Reservations & Table Management software offerings will also see enhancements including several convenience functions to more efficiently manage menus, food and beverage equipment lists, customer information and preferences, reporting capabilities and labor. In the Dining Reservations module, a color coded indicator has been added to all reservation lists that displays comprehensive guest information at-a-glance. Across the entire product offering, new reporting functionalities will allow customers to control which reports are hidden or accessible depending on the customer's unique business requirements.

ReServe Interactive specializes in Catering, Event Management, Dining Reservations and Table Management applications for the hospitality industry and is the only fully 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, cultural institutions and wineries. The company brings more than two decades of experience in hospitality management and software development.

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