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Steve Bentley
Systems Analyst



GAYLORD ENTERTAINMENT

Nashville, Tennessee

OVERVIEW

Gaylord Entertainment, a leading hospitality and entertainment company, owns and operates Gaylord Hotels, the award-winning leader in the meeting and resort hotels industry and the Grand Ole Opry, the legendary music showcase in Nashville, Tennessee. When the company's existing dining reservation software provider was bought out, Gaylord Entertainment selected ReServe Anywhere®, ReServe Interactive's web-based Dining Reservation & Table Management software with ReServe It™, the software's web-based dining reservation interface, to manage reservations across all four properties and the dining rooms of 16 fine dining restaurants.

ReServe Anywhere centralizes Gaylord's dining reservation process, makes reservation and customer data accessible to individual restaurants, multiple call centers, and hotel concierge staff; as well as accepts reservations through the company's website. In addition, staff communicates more effectively within each location and continues to provide superior customer service.

“We found ourselves in need of a new tool that offered flexibility, control and a high level of service and support,” explains Steve Bentley, Systems Analyst for Gaylord Entertainment. “Our business model is unique and ReServe not only offered a complimentary and appealing web-based model, they provided all of the benefits of having an in-house solution without the overhead.”





CHALLENGE

As Gaylord Entertainment was set to open its Gaylord National location, its existing dining reservation software provider was acquired by another company and ceased providing support to the hotel industry. Gaylord Entertainment was left with the task of finding a flexible and fully supported tool to manage reservations at 16 fine dining restaurants across all four of its properties including Gaylord National, the Gaylord Texan, the Gaylord Palms and Gaylord Opryland. After completing a comprehensive review of the industry's dining reservation and table management software providers, Gaylord Entertainment selected ReServe Interactive's web based Dining Reservation & Table Management software, ReServe Anywhere®, and ReServe It™, its web-based dining reservation interface.

"We reviewed several options and even looked at developing our own system, but the cost of development and the required overhead didn't make sense when compared to the flexibility and depth of the ReServe Interactive offering," says Steve Bentley, Systems Analyst for Gaylord Entertainment.

"Initially, we implemented a six month pilot program of ReServe It at one location and found that 10 to 12 percent of our reservations came from the website, so we rolled it out across all locations and we continue to see an increase in the number of reservations done via ReServe It."

Steve Bentley, Systems Analyst

SOLUTION

In Spring 2008, Gaylord Entertainment opened Gaylord National using ReServe Anywhere, ReServe Interactive's web-based Dining Reservation & Table Management software, and ReServe It, ReServe's web-based dining reservation interface. With the success of the initial launch, Gaylord Entertainment rolled out the software to its other three properties that same year.

ReServe Anywhere supports Gaylord's multiple reservation call centers, walk-ins at each restaurant reservation desk, each venue's concierge desk, as well as reservations submitted through the company's website. In addition, the software provides comprehensive table management to each location in order to manage floor activity, accommodate special seating requests, calculate wait times and maximize table turns.

"ReServe Anywhere's web-based model allows us to integrate our individual databases into a centralized location, access real time reservation data and report on an enterprise level," explains Bentley. "In addition, it eliminates costs associated with other systems that require additional hardware and IT resources."

With its previous reservation system, Gaylord wasn't able to acquire details such as customer contact information, dining and seating preferences, and food allergies. With ReServe, restaurant staff can capture and utilize that specific information to provide exemplary customer service and market to existing customers.

Gaylord Entertainment also implemented ReServe It, ReServe's web-based dining reservation interface, which allows guests to make real time dining reservations 24/7 through the company's website. Gaylord worked extensively with ReServe Interactive to develop customer facing reservation web pages consistent with the Gaylord Hotels brand and the company's service oriented image.

"Unlike other reservation systems, we're not charged every time a reservation is made. We don't have to worry about additional overhead to manage the system or make attempts to forecast what the system will cost every year," says Bentley. "Initially, we implemented a six month pilot program of ReServe It at one location and found that 10 to 12 percent of our reservations came from the website, so we rolled it out across all locations and we continue to see an increase in the number of reservations done via ReServe It."

Other Hotel/Resort/Casino Customers Include:

Atlantis Casino / Hilton Waikoloa Village / Hyatt Regency Grand Cypress / Lansdowne Resort
The Homestead Resort / The Sagamore / Treasure Island Hotel & Casino / Westin Rio Mar Resort

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