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Trina Ashcraft,
IT Trainer



HILTON WAIKOLOA VILLAGE

Waikoloa, Hawaii

OVERVIEW

Hilton Waikoloa Village, located on 62 oceanfront acres on the sunny Kohala Coast of Hawaii's Big Island, offers more than 1,200 guest rooms, extensive indoor and outdoor meeting and event spaces, nine international cuisine restaurants, a breakfast buffet, and several Hawaiian cultural activities. When the hotel's needs surpassed the capabilities of its custom in-house software application, hotel staff needed a new solution to manage the reservation process for multiple on-property restaurants, dining events and guest tours. After reviewing several software applications, they implemented ReServe Interactive's Dining Reservations and Table Management software and the Events with Reservations add-on module.

ReServe Interactive helps Hilton Waikoloa Village efficiently book and manage restaurant and special event reservations across several locations, as well as gather and utilize important guest information to improve guest service levels.

“With ReServe, our reservation processes across restaurants are much more efficient and customer information is easier to capture,” says Trina Ashcraft, IT Trainer, Hilton Waikoloa Village. “The software is cost-effective, easy-to-use and it has made us a much more productive organization.”





CHALLENGE

Prior to installing ReServe Interactive, Hilton Waikoloa Village was using a custom designed application to manage restaurant and special event reservations. Over time, the needs of the hotel outgrew the capabilities of the software, as reservations could not be booked and managed across multiple on-site restaurants, resulting in frequent double bookings; customer information was not captured; and support for the software was no longer available.

“We needed something that would allow several users to book and manage restaurant and on-site event reservations from a single system. We wanted something flexible, user friendly, and easy to install on equipment we already owned,” explains Ashcraft. “Our existing system had become an obstacle for us and we needed to streamline our processes so we could be more efficient and productive.”

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Trina Ashcraft

SOLUTION

After evaluating several software applications, Hilton Waikoloa Village selected ReServe Interactive’s Dining Reservation and Table Management software with the Events with Reservations add-on module. Installed on a centralized server, the Dining Reservations and Table Management software is used across four of the hotel’s restaurants, as well as the facility’s breakfast buffet. With the ability to cross reference dining reservations across those locations, double bookings are eliminated and the process for booking reservations is streamlined and simplified. In addition, the software allows staff to send reservation confirmations, move or cancel reservations, and easily and quickly access reservation, guest and financial data.

“We approached four software providers and had our staff review each application. They chose ReServe Interactive hands-down,” says Ashcraft. “It was the only application that allowed us to book and manage restaurant and event reservations for multiple locations via a centralized server, as well as capture and utilize valuable guest data, such as dining preferences, to improve service.”

ReServe’s Events with Reservations add-on module is used to track reservations for and manage weekly on-site special events, including luaus and holiday brunches. The software’s Tours function allows staff to book and track reservations and guest counts for special property-related tours, such as stargazing and on-site hula lessons.

“The software is extremely user friendly. It’s visually appealing with a simple user interface,” says Ashcraft. “And as the IT Trainer, training on the software couldn’t be easier. It takes approximately 30 minutes to have new staff up and running booking and managing reservations. Once staff is trained, I rarely, if ever, get calls for follow up help.”

Other Hotel/Resort/Casino Customers Include:
Gaylord Entertainment / Hyatt Regency Grand Cypress / Lansdowne Resort / The Homestead Resort
The Sagamore / Treasure Island Hotel & Casino / Westin Rio Mar Resort