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Kristyn Aldrich,
Event Sales Manager



LUCKY STRIKE LANES & LOUNGE

Sherman Oaks, CA

OVERVIEW

Lucky Strike Lanes & Lounge, the country's most popular boutique bowling and entertainment facility, operates 17 locations in the US and Canada. Each location features 12-to-26 lanes, a lounge with high-end bars, private party space, dining and event catering. When manual booking systems hindered the organization's ability to effectively manage its growing group bowling activities and on-site catered and event management needs, Lucky Strike chose ReServe Interactive's Dining Reservation & Table Management and Catering & Event Management software.

“Using ReServe, we've been able to streamline our booking processes, centralize our data and focus on growth,” explains Kristyn Aldrich, Event Sales Manager, Lucky Strike Lanes, Philadelphia. “In the last year, we've been able to successfully book and execute more than 1,000 events at our location alone.”





CHALLENGE

Prior to implementing ReServe's software, Lucky Strike group bowling activities were managed manually using a traditional reservation book. On-site catered and private dining event information was gathered in a paper-based event book and transferred to an electronic spreadsheet where food, beverage and add-on venue information was added. With multiple event managers at each location, the manual systems left room for employee error and miscommunication among staff. In addition, the company was dealing with ongoing growth and needed to be able to quickly implement an easy-to-use software solution across all 17 locations.

"We needed to get away from manual processes for booking group bowling activities and private events. The system we had in place was creating extra work and making everyday tasks more cumbersome for the staff," says Aldrich.

"By implementing ReServe for both our group bowling activities and private events, we've become much more efficient. As a result, we've been able to increase sales at all of our locations."

Kristyn Aldrich

SOLUTION

When Lucky Strike chose to implement ReServe's Dining Reservations & Table Management and Catering & Event Management software, Lucky Strike IT staff installed the application on a centralized server and strategically rolled it out on a site-by-site basis.

Lucky Strike's front-of-house staff uses ReServe's Dining Reservations & Table Management software to book group bowling activities just like a restaurant would book dining reservations. The software's Smart Reservation Technology™ and Graphical Floor Plan interface allow staff to view space availability and book reservations by floor and lane-by-lane. ReServe also helps staff gather customer preferences, contact information, purchase history, cancellations and no-shows.

"The software's Graphical Floor Plan interface gives us the visual information we need to manage lane activity, accommodate special reservation requests, and increase the frequency of our bowling reservations," explains Aldrich. "We now have the flexibility and control we need to maximize lane availability and increase bowling revenue."

Lucky Strike also uses ReServe Interactive's Catering & Event Management software to book and manage on-site catered and private events. With 24-hour access to centralized, real-time information, the Lucky Strike sales staff achieves a greater level of control over event management and execution, improved communication between sales staff and elevated customer service.

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Other Customers Include:

ACME Bowling, Billiards and Events / Brunswick Bowling / Fast Lane Entertainment
PINZ Entertainment / Pinstripes, Inc. / 10Pins Bowling Lounge