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*Becky Dielschneider,*  
National Director of Catering



## McCORMICK & SCHMICK'S

Portland, Oregon

### OVERVIEW

McCormick & Schmick's Seafood Restaurants, Inc., one of the country's leading seafood restaurants, offers on-site private and semi-private dining space across more than 90 locations. To support the company's newly implemented National Accounts Program and accommodate its growing on-site catering and event management needs, McCormick & Schmick's selected ReServe Anywhere®, ReServe Interactive's web-based Catering & Event Management software.

ReServe Anywhere provides McCormick & Schmick's national and on-site event sales staff with 24-hour access to real-time event and customer information in a centralized database, as well as streamlined local and global reporting tools.

“With ReServe, we have successfully launched our National Accounts Program, an initiative that was critical to growing our business,” explains Becky Dielschneider, National Director of Catering. “Now we have the productivity tools in place to streamline local and national event processes and maximize our banquet and private dining dollars.”





### CHALLENGE

Prior to implementing ReServe Interactive's Catering & Event Management software, McCormick & Schmick's properties were using several non-centralized software programs or manual processes to book and execute private dining events. Reporting was handled differently at each location and event orders were written in various formats. Most importantly, McCormick & Schmick's planned to launch a National Accounts Program that would allow organizations to book group events across multiple properties. The program required a software solution that could capture and share data globally so on-site events salespeople and National Accounts Program staff could accurately and efficiently coordinate, book and execute private dining events site-by-site, regionally or nationally.

"Our National Accounts Program salespeople needed to have access to up-to-date and accurate event and reservation data from any or all locations at anytime from anywhere," explains Dielschneider. "We wanted to put the processes in place so we could obtain that information quickly and effectively."

*"ReServe has been extremely flexible and accommodating to our unique needs and now our National Accounts Program and on-site private dining events are successful and growing."*

*Becky Dielschneider*

### SOLUTION

After researching multiple software options, McCormick & Schmick's selected ReServe Anywhere®, ReServe Interactive's web-based Catering & Event Management software, for implementation across the organization.

ReServe's sales and development staff worked with McCormick & Schmick's to strategically roll-out the software and train all event sales and front-of-house staff. Continuing follow-up trainings and conference calls address user issues and help staff build confidence with the software. ReServe also collaborated with a select group of McCormick & Schmick's end users in the design and development of several new productivity features, so the software would further meet the company's needs after implementation was complete.

As a result, several enhancements were made to the software's platform including the addition of a Master Event feature which allows McCormick & Schmick's National Accounts salespeople to book events scheduled for the same date and time, but in different locations. Event availability is determined using a Search Filter that locates available event space by location, regionally or nationally. Reservation and event data is centralized and up-to-date, allowing for accurate booking and the efficient coordination and execution of events across multiple locations.

Booking and event management processes are streamlined across all locations and banquet event orders are consistently prepared. In addition, customized reports have helped McCormick & Schmick's gather and evaluate accurate, real-time information on a local and global scale.

"Reserve spent a lot of time on the front end working to understand our processes and the way we needed to use information to make our operations efficient," explains Dielschneider. "ReServe has been extremely flexible and accommodating to our unique needs and now our National Accounts Program and on-site private dining events are successful and growing."

Other Restaurant Customers Include:  
Cuba Libre Restaurants/Harry Caray's Restaurant Group/Levy Restaurants/Palm Restaurant Group  
Patina Restaurant Group/The Melting Pot Restaurants