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Janet Bryan,
National Director of Sales and Marketing

Beale Street Blues Company Multiple Locations

Since the first B.B. King's Blues Club opened on Beale Street in Memphis, parent company, Beale Street Blues Company, has expanded to include B.B. King's Blues Club locations in Orlando and Nashville, while adding restaurant concepts Itta Bena, Lafayette's and The Cadre Building to their growing portfolio. With live entertainment and a Southern style menu, B.B. King's Blues Club offers a variety of creative options for group events of 10 or more guests. From corporate events to birthday parties and wedding receptions to full venue buyouts, B.B. King's Blues Club uses ReServe Interactive's Catering & Event Management software to manage and execute onsite group events and off-premise catering functions, as well as to conduct cross selling across properties and produce accurate financial forecasting on an enterprise level.



CHALLENGE

Janet Bryan, National Director of Sales and Marketing for B.B. King's Blues Club, was hired to manage the company's event business. As an 11-year user of ReServe Interactive's Catering & Event Management software, Bryan found that best practices for the system had not been consistent across the organization. Event management processes were inefficient and business was being left on the table. Events weren't always tracked through their lifecycle and event history wasn't reliably captured. Staff was exporting contracts to a word processing program and then attaching it to an email rather than using the software itself to create, send and track event documentation for historical purposes and future sales opportunities.

“Without the software being used to its full potential, event processes were incomplete and financial reporting was inaccurate, creating unrealistic expectations for the sales team and hindering prospective growth,” explains Bryan.

SOLUTION

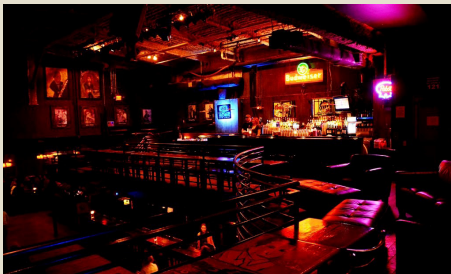
Beale Street Blues Company is currently using ReServe Interactive's Catering & Event Management software across nine properties, B.B. King's Blue Company, Itta Bena, Lafayette's and The Cadre, with expansion plans in New Orleans, Anaheim and Las Vegas, as well as a fourth B.B. King's location in Orlando and multiple casinos in Alabama. The company is evolving quickly and a new management team is on board to help with growth.

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As the administrator of the software and a power user for 11 years prior to joining the company, Bryan continually implements best practices and streamlines processes, traveling across the country to make sure the software is being used effectively at each establishment and events are being managed efficiently.

With so many locations opening in such a short time, training is Bryan's biggest focus. Her goal is to have everyone using the software the same way at each site, from financial reporting to the design and completion of BEOs and proposals. She expects employees to use the software to create a consistent brand message with exact tracking and reporting on an enterprise level. Accurate reporting provides valuable oversight of event management processes and insight into sales data and activities, including what business is being left on the table.

"I love that when things are done right, we can pull reports and lists easily, including email addresses, customer segments and historical information for marketing purposes, and all of our site financials by quarter and fiscal period for analysis," says Bryan. "ReServe has to be used the way it's intended to be used. Streamlining processes is saving everyone a lot of time, and maximizing the software is critical to our ongoing success."



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Other Multi-Unit Restaurant Customers Include:
Harry Caray's Restaurant Group / Patina Restaurant Group / Emeril's Restaurants
The Melting Pot Restaurants / Palm Restaurant Group / BRAVO BRIO Restaurant Group