

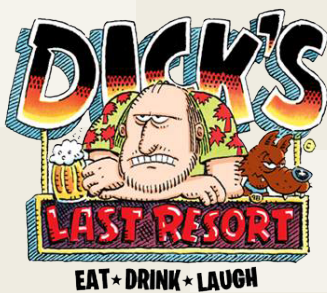
“I knew what we needed to efficiently and cost effectively manage our group events, and that was ReServe. It follows our steps of service to a tee. ReServe’s Event Lifecycle Technology does exactly what we had been doing manually and makes sure we do everything the right way.”



*Audrey Hamilton,*  
VP of Sales, Marketing & Souvenirs

## Dick's Last Resort Nashville, Tennessee

Established in 1985, Dick's Last Resort is a national restaurant chain offering one-of-a-kind 'eater-tainment' with a hearty menu and a quick-witted staff. From traditional dining to group events like birthday parties, bachelorette parties and corporate events, Dick's managed more than 1,100 events for more than 38,000 patrons in 2014. In 2012, the event sales staff switched from a different catering software product to ReServe's Catering & Event Management software, taking the event business from \$386K to \$1.9M within two years. ReServe Interactive software helps Dick's automate the process of managing group events, streamline and simplify event reporting and provide exceptional guest service.



### CHALLENGE

When Audrey Hamilton joined Dick's Last Resort in 2012 as the Vice President of Sales, Marketing and Souvenirs, she was charged with growing the concept's event business. The existing staff was using another catering software system to manage events with little success. As a previous user of both that system and ReServe Interactive, Hamilton knew that converting to ReServe would give them the tools they needed to continue growing the business.

“The sales managers who had been using the other catering software system found ReServe to be much easier to use. It was easy to understand and allowed them to pull the information they needed easily and accurately,” says Hamilton. “The other system was not user-friendly or intuitive. We were always guessing with it.”

## SOLUTION

Dick's began aggressively building its event business in 2012 and hired Hamilton, who had been a ReServe Interactive user for 7 years prior. At the time, group events were managed by two sales managers and generated approximately \$386,000 in revenue. They were also using a different catering software system to manage events. Based on past experience, Hamilton felt that in order to take the business to the next level, she would need to switch to ReServe's Catering & Event Management software.

"I knew what we needed to efficiently and cost effectively manage our group events, and that was ReServe. It follows our steps of service to a tee," explains Hamilton. "ReServe's Event Lifecycle Technology<sup>SM</sup> does exactly what we had been doing manually and makes sure we do everything the right way."

ReServe's Event Lifecycle Technology feature is designed around the lifecycle stages of an event from initial guest inquiry to final thank you note. The unique, process-driven design is customizable and automatically prompts event sales managers to do the right things at the right time so no details are missed and no mistakes are made. Hamilton and the sales team also rely on ReServe's advanced reporting features to share important event information at each location and on an enterprise level.

"I need to provide numbers every week to our upper management and investors," explains Hamilton. "And ReServe lets me pull the reports I really need. I can see what events are closed, guest counts and event information across all locations. The sales managers use the same reports, so things are reported consistently across the company."

ReServe's Event and Financial Reporting allows the event staff to export food and beverage details, cancelled and no show event reservations, daily event and event reservation counts, event and function lists by date, set up and service orders, and more. They can also pull customized, user-defined and accurate forecasts, invoices, aging reports, payment summaries, cost reports, and detailed sales and lost business analyses.

By 2013, business was growing steadily. Five sales managers were hired and revenue was up to \$770,000. By 2014, more locations had been added, 10 more sales managers had been hired and revenue was up to \$1.9M, averaging a 39 percent profit margin. "Our goal for 2015 is \$3M in revenue with 13 sales managers. In 5 years, we plan to have 37 locations," says Hamilton. "ReServe has helped us keep the business moving forward without missing a beat."



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Other Restaurant Customers Include:  
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The Melting Pot Restaurants / SEGA Gameworks USA / Harry Caray's Restaurant Group