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*Jennifer Cleveland,*  
Director of Catering



## HARRY CARAY'S RESTAURANT GROUP

Chicago, Illinois

### OVERVIEW

Harry Caray's Restaurant Group, one of Chicago's most dynamic and successful restaurant management companies, manages five restaurants, an off-premise catering company and an upscale bowling lounge. When another industry-established catering software product failed to meet the company's growing on- and off-premise catering needs, management made the switch to ReServe Interactive's Catering & Event Management software and implemented the system throughout the private dining departments of their five restaurant locations, and its off-premise catering company.

ReServe Interactive allows Harry Caray's Restaurant Group to streamline private dining and off-premise event management processes from inquiry through execution, centralize event data and make it more accessible, as well as communicate more effectively within each location.

“With the help of ReServe, we’ve reached a level of 100 percent productivity,” explains Jennifer Cleveland, Director of Catering. “Now events are managed easily and efficiently, saving us time and making us more productive and profitable.”





### CHALLENGE

Prior to implementing ReServe's Catering & Event Management software, Harry Caray's Restaurant Group used a software product that caused productivity and communication issues. The software was slow and difficult to use, making processes cumbersome and causing staff to procrastinate when it came to completing simple tasks. Event orders and changes were difficult to enter into the software, and communication between on-site staff, as well as with the off-premise catering division, was a challenge as event data wasn't centralized and information was often inaccessible.

"With the old software, it could take up to 15 minutes to enter an event order and we found it difficult to communicate important information to the staff. We needed a different solution that was more efficient and easier for everyone to use," explains Cleveland. "More importantly, we needed one tool that would meet our diverse on- and off-premise catering needs."

*"We wanted to successfully manage events using a single system and ReServe's software has allowed us to do just that."  
Jennifer Cleveland*

### SOLUTION

To resolve existing software challenges and successfully manage on- and off-premise events, Harry Caray's Restaurant Group implemented ReServe's Catering & Event Management software at five restaurant locations, as well as at the company's off-premise catering company.

With the software's automated Event Book, Harry Caray's staff enters events into the software in less than five minutes time, controls on-site and off-premise function space and eliminates double-bookings. Employees also rely heavily on the software's Event Lifecycle Technology™ to streamline operations and enhance the event management process from inquiry through execution.

"Event Lifecycle Technology is critical to what we do. You simply cannot make mistakes in the event management process," explains Cleveland. "The software forces us, through a series of intuitive steps, to follow the procedures we've put in place so we're more consistent, effective and efficient."

Because ReServe instantly captures, centralizes and updates information, on- and off-premise event data is always correct and accessible, increasing staff productivity and communication, as well as company-wide customer service. Staff members use ReServe to accelerate event management processes, and stay informed by regularly reviewing timely data located within the software. Using the centralized Event Book, the catering sales staff is able to enhance customer service by providing their clients with accurate information about their specific events, and communicate effectively across departments to other clientele regarding their events.

"We needed something efficient and easy-to-use, as well as something that could meet our unique needs within both catering divisions," explains Cleveland. "We wanted to successfully manage events using a single system and ReServe's software has allowed us to do just that."

Other Restaurant Customers Include:  
McCormick & Schmick's Restaurants/ Weber Grill Restaurants/ The Melting Pot Restaurants  
Gibson's Steakhouse/ Lettuce Entertain You Restaurants / Cuba Libré Restaurants