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Cheri Gargano,
Office Manager



MICHAEL'S BANQUET FACILITY

Hamburg, New York

Established in 1996, Michael's Banquet Facility is a family-owned and operated, full-service event venue specializing in weddings, social events, fundraisers, holiday parties and more. Western New York's favorite choice in banquet dining, Michael's executes approximately 600 events each year, accommodating parties of 15 to 700, in its five banquet rooms, outdoor patio space, and through its off-premise catering service. After switching from ReServe Interactive's Desktop software to an online software product to manage events, Michael's ended up coming back to ReServe Interactive and implementing its cloud-based Catering & Event Management software, ReServe CloudSM. Now Michael's is easily and efficiently booking and managing onsite and off-premise catered events.



CHALLENGE

Michael's Banquet Facility used ReServe Interactive's Desktop software for several years before switching to CaterEase, which left event staff struggling with its complicated and time consuming functionality. Without tracers, event lifecycle standardization features, and comprehensive event change auditing, event coordinators had to work around the software's inefficiencies and overall productivity suffered.

“CaterEase was incredibly hard to use and it didn't need to be,” explains Cheri Gargano, office manager for Michael's Banquet Facility. “It didn't flow and often made no sense. It just wasn't designed for the user.”

Ultimately unhappy with CaterEase, management transitioned back to ReServe Interactive and implemented ReServe Cloud, the company's cloud-based Catering & Event Management software, to effectively and efficiently manage onsite and off-premise catered events.



SOLUTION

Cheri Gargano, office manager for Michael's Banquet Facility, and the event management staff, use ReServe CloudSM, ReServe Interactive's cloud-based Catering & Event Management software to book, manage and execute onsite and off-premise catered events. ReServe Cloud allows staff to access their event database from their offices, phones, tablets and home computers for easy and convenient booking, scheduling, planning, and team and guest communication at any time. With ReServe Cloud, staff also takes advantage of Event Lifecycle TechnologySM, a process-driven feature that moves an event through it's natural stages from initial inquiry to final thank you note.

"Event Lifecycle Technology is huge for us," explains Gargano. "The software tells us what to do and when to do it. It reminds us to make phone calls, send emails, and has tracers to help us follow-up on specific tasks. Every detail is captured and can be tracked, making it easier for us to do what's needed for the job without any mistakes."

ReServe Cloud's multi-view calendar allows staff to see all of their events in different layouts, including all at once, making it easy to view schedules at a glance. The software also helps them prevent double bookings, check space availability, copy repeat events, and conduct event change audits to see specific historical changes and who made them. Event staff also like ReServe's Custom Proposal Generator which allows them to create, graphically rich, professionally branded proposals using any uploaded Microsoft® Word document as a template. Information specific to an event such as contact information, food & beverage, service requirements and pricing are automatically pulled from their database and entered into each custom proposal.

Gargano and her staff find the ReServe Interactive support team to be knowledgeable, friendly and eager to help them succeed with ReServe Cloud, and as a business. Communication is open and productive with their questions and concerns being addressed immediately.

"We don't have a lot of spare time and that's what's so great about ReServe," explains Gargano. "The software gives us peace of mind. We went back to what we know works so we could become efficient again. We wasted a lot of time with the other system and now we are back on track."



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