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Jim Clark,
General Manager



CHICAGO YACHT CLUB

Chicago, Illinois

OVERVIEW

An established private club in the middle of one of America's busiest cities, the Chicago Yacht Club has two separate clubhouses – Monroe Station, in the heart of downtown Chicago by Millennium Park, and Belmont Station, located in Belmont Harbor on a full-size barge. Member-sponsored and regatta-related events create an active atmosphere, especially during sailing season. To create more efficiency, better customer service and seamless data sharing between locations, the club purchased the ReServe Interactive® Event Management Software system.

Member service is top priority at Chicago Yacht Club, and ReServe Interactive helps the club meet and exceed member expectations. Where previously the staff was limited by manual entries in one planning book shared by the two busy locations, ReServe Interactive helps the club by providing an organized and efficient planning structure easily accessible to all staff. From documenting phone calls to noting menus used for previous events, ReServe Interactive has streamlined the Chicago Yacht Club's event planning with consistent follow up and more knowledgeable service.

“The great thing about ReServe is the huge wealth of information available, so if the catering director is away from the property and we get a call in from a member, we can help them,” said Jim Clark, general manager. “We are about delivering personalized service, and ReServe is our partner in doing that.”





CHALLENGE

Two separate clubhouses and only one scheduling book created a major challenge for the Chicago Yacht Club. Management of clubhouse activities for the club's 1500 members and guests, as well regatta-related events involved in the more than 130 sailing competitions scheduled at the club, created a logistical challenge.

With the manual system, it was difficult for personnel at the two venues to access current data, and if someone was out of the office, answering members' questions was complex. City-wide events also presented parking challenges because of the proximity of the Monroe Station clubhouse to downtown.

If there were changes to an already-scheduled event or if a member wanted to use a past event as a basis for future planning, records were cumbersome and difficult to duplicate. Planning documents and follow-up materials had to be prepared separately. For everything from small committee meetings to regatta scheduling, each step of the preparation had to be done manually, leaving room for error and causing repeated inefficiencies.

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SOLUTION

With ReServe's Event Management software, the Chicago Yacht Club increased efficiency and customer service by better coordinating all events at the two clubhouses and on the water, while also monitoring city-wide events. Using the software's copy function, repeating a regularly scheduled event is an efficient process. A separate tab tracks city events, so members can be notified about potential parking challenges, and the club can plan coinciding events accordingly.

Streamlined reporting functions provide data for future planning and facilitate approval of employee vacation requests as the service manager or executive chef can look ahead to organize scheduling. Automated communication, facilitated by the software's custom correspondence function, increases customer service, and follow-up evaluations about each event, sent automatically as part of the event process, are used to improve services and assess employee bonuses when member comments are evaluated.

"ReServe makes us more powerful and more able to react in a straightforward way with our members to offer a higher level of service," Clark said. "It's another contributing factor in why our members choose to host their events here. We've had great comments from members about the ease of use and the correspondence generated by the software. It makes our members feel more valued."

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