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Tracy Thornton,
Director of Sales



SEGA GAMEWORKS USA Chicago, Illinois

OVERVIEW

GameWorks, owned and operated by Sega GameWorks USA Inc., is a unique dining and entertainment venue that offers its guests food, fun and gaming entertainment, including interactive games, simulators, attractions, pool tables and darts, across seven locations throughout the United States. In an effort to simplify event booking and improve operational efficiencies, GameWorks phased out their existing event management software and implemented ReServe Anywhere®, ReServe Interactive’s web-based Catering & Event Management solution to effectively manage large group, corporate and individual event packages.

ReServe Anywhere allows GameWorks to simplify the booking and execution of food, beverage and game play events on a site by site basis, manage operations on an enterprise level, as well as provide enhanced customer service to a wide variety of guests booking events.

“ReServe’s software is a user friendly, easy-to-use, intuitive system that makes sense for our unique business offering,” says Tracy Thornton, Director of Sales, Sega GameWorks USA, Inc., in Seattle, Washington. “And the fact that ReServe Interactive is still growing and has a well-recognized client base hasn’t taken away from their ability to offer personalized service.”





CHALLENGE

Prior to implementing ReServe Anywhere[®], ReServe Interactive's Catering & Event Management software, GameWorks was using a different hosted solution that limited the staff's ability to work efficiently and communicate effectively within their operations and with guests. With their prior software, simple tasks such as creating event orders and e-mailing guests with package information were time consuming, the program's flexibility was limited, and GameWork's unique event management needs were not being met.

"We aren't a hotel and we're not just a restaurant," says Thornton. "We needed a tool that was designed specifically for the management of events while still being able to accommodate our distinctive requirements. So many of the software solutions on the market, including the one we were using, just couldn't meet our needs."

"The beauty of ReServe is that it is a living, breathing system. We can change things, add venues, adjust menus and it doesn't require a re-creation of the entire system each time."

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SOLUTION

In late October of 2009, GameWorks implemented ReServe Anywhere and staff members, including sales directors, event managers and coordinators, were fully trained and up and running with the software within a month.

To effectively manage group event packages, which include food, beverage and game play options, GameWorks utilizes ReServe's Set up & Service Wizard to populate Event Orders with pre-defined package descriptions. Once the Event Order is complete, detailed pricing, including taxes and gratuities, appears at the bottom of the contract. This is different than their previous system where the event order and invoice, each with different pricing, were printed and presented to the guest separately. GameWorks staff is now also able to view an itemized Event Order when needed to review food, beverage and game play costs.

With their previous system, the event book was divided into four day parts allowing staff to only view events within certain time blocks. ReServe's Event Calendar lets staff manage their locations, view events booked in real-time for the day, week, month, year and beyond, as well as check availability, maintain wait lists, and copy repeat events.

GameWorks also relies on the dynamic and intuitive features of ReServe to manage daily activities. For example, staff is now able to e-mail directly from ReServe rather than exporting to other programs to communicate with customers and staff. In addition, after an event is closed in ReServe, staff can still access the event to make changes and add follow-up notes. With their prior system, closed events could not be changed.

"The beauty of ReServe is that it is a living, breathing system. We can change things, add venues, adjust menus and it doesn't require a re-creation of the entire system each time. It can grow with us over time and change as our needs change," says Thornton.

Other Entertainment Facility Customers Include:

Lucky Strike Entertainment / Brunswick Entertainment Centers / Fast Lane Entertainment
PINZ Entertainment / Pinstripes, Inc. / 10Pin Bowling Lounge