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Michael Frampton,
Franchise Owner



THE MELTING POT

Sacramento, California

OVERVIEW

When The Melting Pot in Sacramento, Calif. opened more than two years ago – a unique franchise restaurant concept offering an upscale and intimate dining experience with an assortment of fondues, cooked at the table by guests – Michael Frampton, franchise owner, set out to build his new business by optimizing his fixed table inventory and providing exemplary customer service. Based on his technology background, Frampton knew that an automated reservation and table management system would help him achieve his goals. After researching several software options, he chose ReServe Interactive and its comprehensive, fully-integrated suite of hospitality technology products.

With the ReServe system, The Melting Pot implemented controls over the reservation process, optimized table turns and covers, boosted customer satisfaction and, ultimately, increased sales.





CHALLENGE

The Melting Pot concept, with fondue pots heated by fixed induction warmers, created a limitation in arranging tables to accommodate various party sizes. The four-course dining experience required longer seating times, making table turns slower. If guests were not seated at specific times, table inventory was underutilized, resulting in lost revenue.

Frampton's goal was to better manage reservations and staffing by understanding average table turns to maximize table inventory during peak seating times. He also wanted to gather customer data to better market to his clientele and create a dining experience that would build repeat business. "We wanted our staff to be able to welcome guests back and know their preferences in order to provide better-quality service," explains Frampton.

"The ReServe system has improved everything from sales to guest relationships."

Michael Frampton

SOLUTION

Working closely with ReServe, The Melting Pot incorporated a comprehensive system to manage reservations, table inventory and events. Suggestions from Frampton resulted in the addition of features addressing the unique needs of the restaurant. He was able to analyze data collected by the software to determine average dining length and optimal seating times.

The system allows for tight, restricted management control over staffing requirements and server covers. "With ReServe, I was able to maximize the window of opportunity for seating guests, resulting in a 20-percent increase in table turns," says Frampton.

With the Aloha POS system interface, which automatically populates purchase information into a customer database and instantly communicates table status changes, restaurant staff can easily, and with minimal training, view seating status at a glance, optimize server performance and gather customer data.

As an added benefit, management can print guest chits that will report patron preferences, allowing staff to provide a more personal dining experience for returning guests.

The Melting Pot also added the ReServe Interactive® Events Module to manage its party rooms. Management is able to create standardized contracts, process-driven schedules and to-do lists to eliminate oversights on an event night.

"The ReServe system has improved everything from sales to guest relationships," adds Frampton.

Other Restaurant Customers Include:

Annie's Paramount Steakhouse / Juban's Restaurant Starr Restaurant Group / Malone's McCormick & Schmick's Restaurants / Michael's at the Citadel / The Highlands at Kodak Theatre