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Lauren Serwitz,
Catering Director



ROUND HILL COUNTRY CLUB

Alamo, California

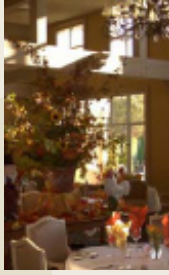
OVERVIEW

Round Hill Country Club, a for-profit private club in Alamo, California, manages more than \$2 million in on-site catered events annually, including member and non-member events such as weddings, business luncheons and holiday parties. Busy, ever-changing schedules and balancing events between the club’s room configurations was difficult. When the club wanted to improve efficiency, bring their system up to date and get a more accurate outlook of space utilization, they purchased ReServe Interactive® Event Management software.

Before the implementation of ReServe, events were managed manually, making internal processes time-consuming and cumbersome. With an automated event book, setup and service wizards and food and beverage menu management, ReServe has helped bring the club to a new level of efficiency. Automated planning and reporting functions accurately report facility usage and revenue projections for more effective use of space and resources. Reserve’s seamless integration with ClubSoft, the accounting and membership software system, keeps customer data in sync and automatically transfers charges such as room rentals and catering to the accounting department.

“One of ReServe Interactive’s greatest assets is the company’s extensive background in the hospitality industry,” said Lauren Serwitz, catering director. “They understood our challenges as a club offering on-site events and had technology solutions that brought us to the next level of efficiency and profitability.”





CHALLENGE

Multiple on-site events and manual scheduling of all activities created a challenge for Round Hill Country Club as club rooms can accommodate various sizes of events concurrently with the ability to subdivide rooms for seating from 100 to 360 people. With variable room sizes and seating flexibility, the club's manual planning system did not allow for efficiently maximizing capacity. Event planning was tedious and time-consuming.

With many events repeated each year, there was no way to capture past information efficiently. Also, event data had to be recorded twice – first for planning staff and second to the club's accounting department. Analyzing future usage and planning for space allocations was difficult without an automated system. Any changes to events created the opportunity for mistakes in the hand-written system. With \$2 million in annual catering business at stake, solving the issues was top priority for the club.

"Seventy-five percent of our catered events are non-member events," said Lauren Serwitz, catering director. "Sometimes six weddings are scheduled in one weekend, and with multiple activities each day, a manual system was inefficient and ended up costing us money and customers."

SOLUTION

Round Hill Country Club implemented ReServe Interactive® Event Management software to manage all club events. The automated event book helps the club plan for space and offers full room or divided room options with no danger of overbooking and then guides staff through each step of the planning process, utilizing convenient applications along the way such as custom correspondence, setup and service wizards and the food and beverage menu selector.

ReServe Interactive helped the club streamline information to facilitate better service and improve efficiency with process-driven task lists which automatically prompt for activity at each stage in an event's lifecycle. Integration with ClubSoft provides further efficiencies as customer data is entered one time and updated automatically to ReServe. Financial reports, generated to predict costs and revenue, help Round Hill Country Club plan for future events.

"It's a tremendous time saver and easy to use," Serwitz says. "We're huge believers in ReServe Interactive, and we love to extol the virtues of ReServe to other clubs. When we spoke with ClubSoft we said we wouldn't accept any other catering system but ReServe."

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