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Sally Allred,
Events Director



RUBICON ESTATE

Formerly Niebaum-Coppola Estate Winery

OVERVIEW

Rubicon Estate, a 120-year-old winery, formerly the Niebaum-Coppola Estate Winery, located in one of the premier Cabernet Sauvignon regions of California, runs thousands of scheduled tours and more than 200 high-profile events a year. Estate events were managed with multiple, decentralized databases and managing property activities was confusing and lacked the controls needed to effectively track profitability. To improve efficiencies and management performance, a decision was made to centralize databases into one fully-integrated system using the ReServe Interactive® Event Management software.

Since the installation, Rubicon Estate is able to centralize operations to more efficiently manage their high-end events and tours, effectively communicate with key staff and improve the overall level of customer service.

According to Sally Allred, Rubicon Estate events director, “ReServe Interactive has helped us provide our long list of VIP guests with an exclusive winery experience, all while improving our internal operations and staff communications.”





CHALLENGE

Rubicon Estate had planning and communication challenges that evolved from the use of several separately managed database applications used for estate activities. As a result, the tour and events departments were often unaware of rescheduled events, engagements were often double-booked and clients were frequently rescheduled. This challenge, combined with the sheer number of activities, impacted the high level of customer service Rubicon Estate was striving to maintain. To avoid double-bookings, events and tour department staff members would have to check each other's databases to confirm availability. The scheduling process was time consuming, vulnerable to error, and inconvenient for both staff and guests.

The tour department database maintained a schedule of individual and small group estate tours, but it couldn't be cross referenced with the department that was responsible for corporate events. In addition, all accounting activity was managed in an entirely separate database. Without accurate and deliberate interdepartmental communication, events and tours were booked simultaneously impacting the planning process and overall customer service.

"Prior to incorporating ReServe Interactive, double-bookings were frequent and separate databases limited communication between departments," explains Allred. "With thousands of tours and events each year, we couldn't afford the inefficiency."

SOLUTION

Rubicon Estate incorporated the ReServe Interactive® Event Management software to centralize all three of the winery's databases to more efficiently schedule estate engagements, increase communication between staff and improve customer service.

With all booking information managed through one location, Rubicon Estate is able to track return-on-investment by room and event, identify booking availability, schedule 'meet and greets' to coincide with VIP guest arrivals, accurately cost menu items based on historic profitability, and add any special exclusive client-related notes. In addition, financial reports can now be created to help the accounting department accurately report to Rubicon Estate managers. With ReServe's daily tracers and process-driven task lists, staff members are also able to more efficiently manage the high volume of estate activities.

"Now, with the simple click of a button, all departments can view each daily schedule to check availability," explains Allred. "We can print reports that help us plan events and tours, including attendance numbers, equipment needs and labor requirements. It's improved our efficiency and allowed us to create an exclusive VIP experience for our guests."

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