avero®
Revolutionizing Hospitality

SERVICE TEAM

CASE STUDY: INCREASING WINE SALES

+$45,000
YOY Increase in Wine Sales

ARIZONA BILTMORE™
A WALDORF ASTORIA™ RESORT

THE CHALLENGE

At the end of 2014, The Arizona Biltmore Wright's Restaurant Manager, Dolan Olson, needed to encourage his servers to increase wine sales. He knew he had a competitive team, but didn't have a way to harness it. Dolan turned to Avero, the leading provider of hospitality software analytics that regularly advises him on how to improve server training, increase sales, and much more, to help him develop a program to achieve his goal.

THE SOLUTION

With the help of Avero, Dolan created a staff contest to track incremental wine sales by the glass and wine bottle sales by server. Every day he posted the results of this contest on the restaurant's bulletin board for all servers to see. At the end of each week and month, Dolan rewarded the most successful server, which encouraged more and more servers to participate in future weeks and months.

THE RESULTS

At the end of the program Dolan quickly accessed in-depth contest reports from Avero and was able to confirm that Wright's Restaurant saw a $45,000 year-over-year increase in wine sales from October 10, 2014 to December 31, 2014 compared to 2013. Dolan knows he never would have been able to obtain this level of information or run a contest so easily with NetVuPoint's reporting, so he continues to rely on Avero for the most actionable insights into his business.

"The servers have responded really well to the friendly competition and seeing who can top who each day."

Dolan Olson
Wright's Restaurant Manager
The Arizona Biltmore