

Reservations To The Rescue

Case Study

Overview

Queue the ingredients. A one-day-only speakeasy-style pop-up event. Buzz building, promotion in motion, and a hard cap on capacity. What didn't exist was a simple, reliable way to manage reservations for a limited-time experience without creating confusion, overbooking, or disappointment at the door. KPI stepped in to design and deploy a custom booking solution that kept the experience smooth for consumers and controlled for the brand.



Objectives

The objective was to support the execution of a limited-time pop-up event with a reservation system that could manage fixed inventory in real time, across multiple same-day timeslots. The solution needed to maximize attendance in every window while ensuring the experience remained orderly, fair, and frustration-free for consumers.



Challenges

Demand was high, inventory was finite, and every reservation mattered. The system had to manage first-come, first-served sign-ups across nine timeslots in a single day, automatically closing timeslots as they filled and shifting excess demand to a waitlist ... all without manual intervention or on-site bottlenecks.

BOOK YOUR TABLE!

Book a table at The Cookie Confidential Speakeasy, Thursday, December 4th in New York City! Max party size of two per table.

Want to join us? The following times are available for your reservation.

Please note that due to capacity constraints, reservations are available for a maximum of 45 minutes only. Tasting menu items contain dairy, eggs and gluten. Dairy free beverages available in limited quantities and upon request.

4:00 pm 5:00 pm 6:00 pm 7:00 pm 8:00 pm 9:00 pm

YOU HAVE 10 MINUTES TO COMPLETE YOUR RESERVATION!

Time remaining **09:49**

We're holding your reservation for the 6:00 p.m. timeslot on Thursday, December 4. Complete and submit the form to confirm your reservation.

First Name Last Name
Email Address
Mobile Phone
Party Size
Special Requests, Accessibility, food allergies, etc.

- Because space is extremely limited in this one-night-only speakeasy, I agree to notify McCormick if my plans change.
 I would like to receive electronic messages, which may include promotions, product information and service offers, from McCormick. I understand that I may unsubscribe at any time using the opt-out link provided in the electronic messages.
 I understand and agree to the privacy policy.

Make My Reservation

Congratulations, you've secured a table at The Cookie Confidential speakeasy!

Your reservation details are as follows:

- **Date:** Thursday, December 4th at 7:00 p.m.
- **Name:** Jane Smith
- **Email:** jane@test.com
- **Phone:** (555) 867-5309
- **Party Size:** Table for Two
- **Special Requests:** Nut allergy

For your convenience, the same information is being emailed to the address you provided. Please be sure to let us know if your plans change in any way. Otherwise, we look forward to seeing you at The Cookie Confidential speakeasy event!

Thank you.



Contributions

KPI built a custom web tool that plugged into the client's web site, seamless in every respect. Not only did it look and feel like part of the client's site, but it managed the booking process in a way that felt consistent with the way we all book our favorite restaurants or theater tickets. Sophisticated back-end logic applied a countdown timer to each user's set-aside tickets, handled real-time inventory control, timed reservation holds, automated confirmation emails and managed waitlists. KPI also provided direct support to manage VIP bookings, changes and cancellations, and to ensure that the system performed flawlessly from launch through the event.



Results

KPI's custom booking solution enabled the client to fill every available timeslot efficiently while maintaining a smooth, predictable experience for attendees. Nearly 200 guests were successfully scheduled within minutes, with hundreds more captured on a waitlist for potential openings. Reservation data was converted into an event-day check-in list, allowing staff to manage arrivals confidently. The effective booking mechanism successfully kept the focus on the experience itself.

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in Hassle**



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