



GroupSync Engage

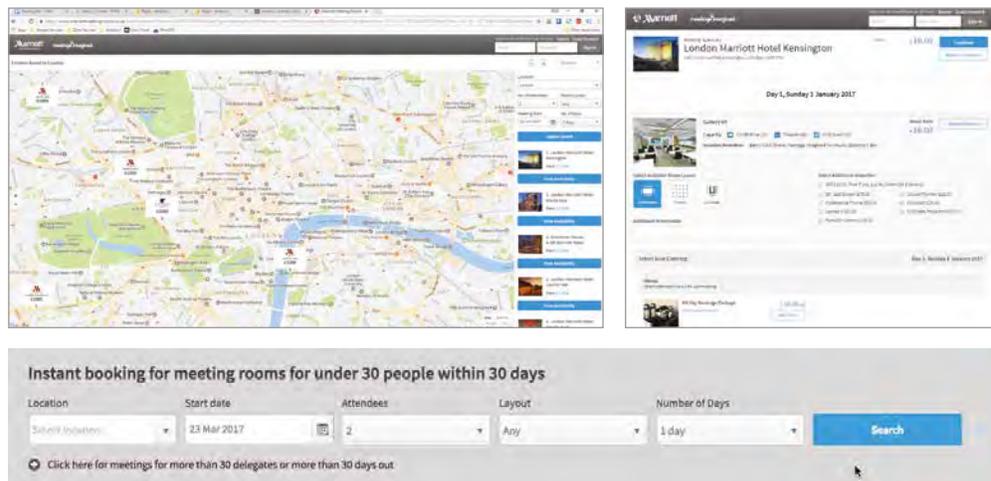
The most powerful real-time meeting
booking solution for hotels





A Groundbreaking Product

GroupSync Engage is the first enterprise-grade, real-time meeting booking system for hotel groups. It is the only system to integrate with Oracle MICROS Opera and has become the most widely used system of its type in the industry. GroupSync Engage is the most powerful meeting booking software available to hotels.



“Moving our meeting rooms to direct online bookings has brought us enormous benefits. Our customers are happy because they can book a meeting space in an instant, order catering, and even make changes to their bookings quickly and easily at any hour of the day. We are happy because our team members are freed up to focus their time and effort on larger revenue opportunities.”

Keith Hudspith, head of food and beverage, Premier Inn Hotels



Benefits

Increase Meetings Revenue

GroupSync Engage is proven to increase meetings revenue. It allows customers to get immediate and accurate answers to all their questions about a potential booking 24/7/365. Customers can see room availability and pricing along with all catering and equipment options. By enabling secure booking and online payments that can be made in minutes rather than hours, GroupSync Engage provides hotels with a major competitive advantage.

GroupSync Engage opens up a whole new market segment for hotels. There is a large group of business customers that book simple meetings at relatively short notice. These customers frequently book just one or two days out. GroupSync Engage enables hotels to offer a quick and simple online booking method required by this valuable group of customers.

Reduce Enquiry Handling Costs

Around 70% of all meeting enquiries are for simple meetings with fewer than 40 attendees. GroupSync Engage enables these enquiries to be dealt with automatically on the hotel's website without the need for human involvement. This reduces total enquiry handling workload by at least 55%.

Enquiry handling costs are reduced by 55%

The administrative burden of preparing, sending and chasing agreements is completely removed when customers complete their meeting bookings online through GroupSync Engage. The online customer payment capability means that there is also no need for staff to spend time requesting or chasing customer payments.

When hotels offer an outstanding direct-booking option on their own website, customers are much less likely to use a third-party agent to book their meetings. This can reduce a hotel's reliance on channels that involve fees and commissions.



Seamless Integration with Opera and Other Property Management Systems

Integration with an existing property management system is essential for the efficient use of a real-time meeting booking system within a larger hotel chain. GroupSync Engage has a two-way, seamless integration with Oracle MICROS Opera. It is the only meeting system to integrate with Opera S&C. Integrations with many more leading system providers are on the way.

All GroupSync Engage integrations use real-time web services and feature-heavy API interfaces. This approach delivers real-time, two-way communication with read/write capability. With the Opera integration, GroupSync Engage can access the existing customer database and real-time meeting room, catering and equipment pricing.

When a customer makes a booking on the hotel's website using GroupSync Engage, it appears in Opera instantly, just as if a staff member had typed it into S&C directly. All the customer, room, catering, equipment and pricing information is automatically carried through and populates the appropriate fields in S&C.

Security is a valid concern with any integration. GroupSync Engage achieves the highest level by using a unique identifier code (UID) to access customer information in the Opera database. GroupSync Engage never stores customer information.

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Integration Partner



Enhanced Customer Service

With GroupSync Engage, hotel customers can search for and book a meeting with all associated catering and equipment in just a few minutes, at any time of the day or night. This is incredibly convenient for planners and represents a significant way to save time compared to the usual drawn-out RFP and booking process.

Providing the customer with the ability to pay securely online is another big improvement in convenience. In addition, customers who are preapproved can also book their meetings on their hotel account through GroupSync Engage.

GroupSync Engage allows customers to quickly and easily see a range of alternative dates, rooms, catering and equipment options along with pricing.

Once a customer has made a meeting booking, they can view and amend it (subject to booking rules) online 24/7 using the My Account section of GroupSync Engage.

24/7/365 Customers can book day or night in any time zone



Quick & Easy Deployment

GroupSync Engage is a fully hosted solution built up in parallel to the hotel's existing website. The private-label site is custom crafted to match the hotel's existing style, colors, design, look and feel. It is impossible to tell them apart.

On the day of launch, meeting enquiry links on the hotel's existing website are pointed to the new booking site where visitors will be able to search, book and pay for meetings in real time.

The advantage of a fully hosted, private label, parallel site is that during setup and launch it has no impact on the hotel's existing website, marketing, IT or business operations. All the new customer-facing pages and functionality are contained within the new hosted environment.

Where a hotel makes use of the Opera integration, setup is made even easier, as there is no need to load information into GroupSync Engage about meeting rooms, catering or equipment. GroupSync Engage pulls from Opera, room details, availability and pricing in real time with each customer search. There is also no need to migrate legacy bookings at the time of launch.

24/7 Support

Our hotel training specialists will work with your team members to ensure they are not only competent but also comfortable with the system. Our training utilizes a combination of on-site, hands-on courses and remote e-learning, videos and 24/7 live-person support by phone, email and chat.



Powerful Tools

• Corporate Accounts

The corporate account booking tool allows key customers to access prenegotiated rates and set up centralized bookers within their company. They can also apply monthly budgets to each of their users and access real-time reporting on spend vs. budget for individuals.

• Third Party

The third-party booking tool enables hotels to give agents access to easy meeting booking across their whole group of hotels. It also enables hotels to set up the agreed commission on meeting rooms, F&B and equipment for each individual agent.

At the end of the month, GroupSync Engage produces a statement detailing the bookings made by each agent and the commission due. This can be sent to the agent to ensure they invoice the correct total commission figure.

• Yield Management

It is possible to move locations and even particular room types/sizes onto higher or lower price ladders. This can be done in advance in anticipation of higher or lower demand periods or in response to actual occupancy. Hotels can also set different prices for each day of the week and for morning vs. afternoon or evening.

• Special Offers

Two different types of special offers can be set up in GroupSync Engage. Discount codes can be generated to distribute through a range of channels. These codes can be entered by the customer on the checkout page. As an alternative, special pricing can be set up and applied to specific locations, individual rooms within locations, particular time periods and also to nominated customers, i.e., corporate accounts.

• Single Pay

This unique solution from GroupSync Engage allows a group of hotels with mixed ownership and individual business entities to use just one payment gateway merchant account across all their hotels.



About Groups360

GroupSync Engage is a product of Groups360, the pioneer in online booking for both group guest rooms and meeting space.

Groups360 was founded in 2014 with the goal of transforming the way meetings are booked.

GroupSync Supplier Solutions help hoteliers boost their bottom line by allocating group inventory through multiple distribution channels at low cost. Whether integrated to third-party systems or using GroupSync's proprietary inventory management system, group inventory is distributed through a real-time, enterprise-grade, PCI-compliant, private-labeled booking engine and complemented by attendee management tools. Sales teams can collaborate with planners in GroupSync and send preapproved RFPs, eliminating much of the planners' workload.

Groups360 has offices in Nashville, London and Singapore. Learn more at groups360.com.

groups360

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