



CASE STUDY

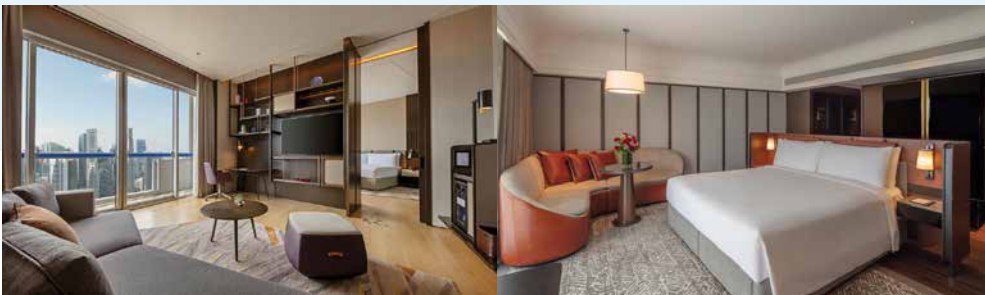
Swissotel The Stamford and Fairmont Singapore Improve Efficiency through GroupSync

Since implementation of the GroupSync (formerly known as IDEM Hospitality) group reservation system at the beginning of 2019, Swissotel The Stamford and Fairmont Singapore have seen an increase in the efficiency of booking room blocks, higher revenue, greater customer loyalty, and reduced booking costs.



Background

With more than 2,000 guest rooms and suites between the two properties and sharing more than 108,000 square feet of prime, flexible function space within the Raffles City Convention Centre – inclusive of 27 meeting rooms and three magnificent ballrooms – Swissotel The Stamford and Fairmont Singapore were seeking greater efficiency in regard to their meetings and events residential business.



PROBLEM

The process of organizing groups and making group reservations at Swissotel The Stamford and Fairmont Singapore was costly, extremely time-consuming and incredibly inefficient, largely due to the lack of automation and traditional approach. Specifically,

it required the reservations team to manually enter each reservation into the hotel's property management system, one by one, transferring the data from a rooming list sent by the event planner. This process was error prone, inflexible and failed to

capitalize on *bleisure* – the activity of combining business travel with leisure time – as well as loyalty and marketing opportunities. Additionally, the process meant the first interaction guests had with the hotel was an unappealing spreadsheet.



SOLUTION

Through GroupSync's time-saving housing management solution, GroupSync completely automated myriad manual processes, helping eliminate the need for rooming lists and significantly reducing errors and the subsequent time and costs associated. Via individual,

personalized, event-branded booking microsites, which can be created within minutes, GroupSync enabled event attendees to extend their stay, upgrade their room type, sign up to Accor's Le Club loyalty program, and subscribe to the property's marketing materials. GroupSync allowed the

hotel reservation and sales team to fully view and track engagement throughout the process and receive real-time updates through a dashboard. Additionally, GroupSync made it possible for attendees to make group reservations right up until the day of the event.

Results



TIME SAVING

Using GroupSync has helped save a significant amount of time for the reservation and sales team at Swissotel The Stamford and Fairmont Singapore. In the past, it could take up to three days to create a booking link for an event. With GroupSync, however, it takes just minutes to create an event-branded microsite and share the link with the event planner and event attendees.



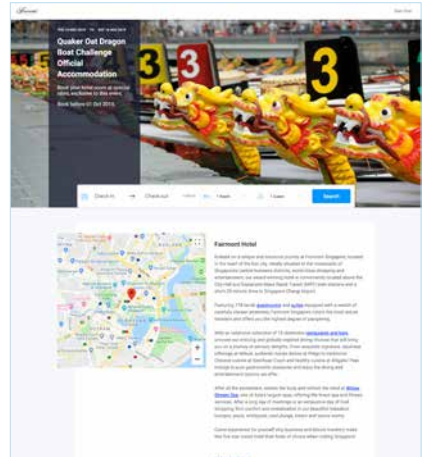
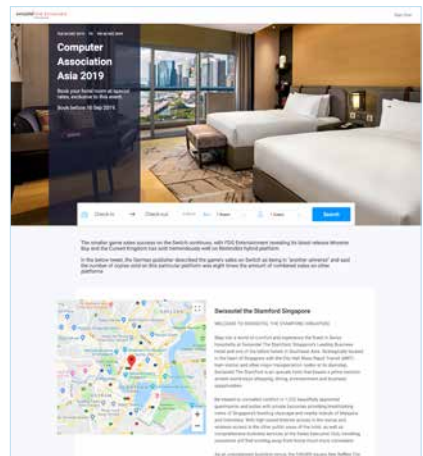
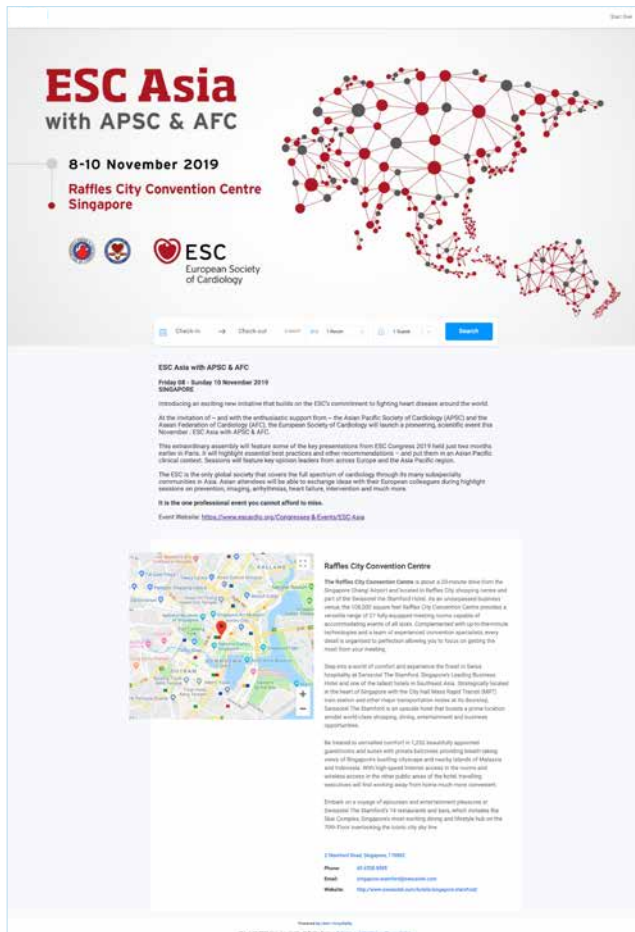
ENHANCED GUEST EXPERIENCE

Moving away from offline platforms, such as rooming lists, in favor of user-friendly, informative and appealing event-branded booking microsities, which are far easier with more options than having to fill out a booking form, has ensured a critical positive first impression.



GREATER CUSTOMIZATION AND FLEXIBILITY

Using individual event-branded booking microsities has allowed for greater customization and has provided greater system layout options, attendee types, rate plans, billing options and upsell opportunities, simplifying the entire process for Swissotel The Stamford and Fairmont Singapore.



Results



ATTRITION REDUCTION

With full, real-time visibility into every reservation through an online dashboard, and the ability to make group reservations at any time prior to the event, Swissotel The Stamford and Fairmont Singapore have successfully managed to reduce attrition fees because of the increased block pickup and revenue.



CUSTOMER ACQUISITION

As a result of using GroupSync, Swissotel The Stamford and Fairmont Singapore were able to successfully secure numerous large-scale events as the GroupSync group booking solution offered a reduced workload for the event planner and an improved booking experience for guests.



COST SAVINGS

Using GroupSync to streamline and automate group reservations has resulted in considerable cost savings for Swissotel The Stamford and Fairmont Singapore, as hotel staff members no longer have to manually enter rooming lists.

The screenshot shows the GroupSync interface for a block titled "Water Water Week 2019". The interface includes a search bar, navigation menu, and a main content area with the following details:

- Contracted Dates:** 03 Jun 2019 - 07 Jun 2019 (4 NIGHTS)
- Room Block Code:** wer4tq
- Days Until Event:** 32 (03 JUN 2019)
- Days Until Reservation Site Closure:** 25 (08 JUN 2019)
- Rooming List Summary:** 8 ALL, 8 CONFIRMED, 0 PENDING, 0 EDITED, 0 CANCELLED, 0 RELEASED. Total: 33 / 200 PICKUP / RM NIGHTS.
- Rooming List Table:**

STATUS	FIRST NAME	LAST NAME	PMS NO.	ROOM TYPE	CHECK IN	CHECK OUT	NTS	ADL	CHD	LAST EDITED	ACTIONS
CONFIRMED	Eifel	Tower	3557677	Deluxe City View	02 Jun 2019	08 Jun 2019	6	1	0	26 Aug 2019	...
CONFIRMED	Walter	Water	3434563	PLAZA SUITE	01 Jun 2019	09 Jun 2019	8	1	1	26 Aug 2019	...
CONFIRMED	Rolls	Royce	4353453	Deluxe City View	04 Jun 2019	06 Jun 2019	2	1	0	26 Aug 2019	...
CONFIRMED	Charlie	Chaplin	4799890	Deluxe City View	04 Jun 2019	08 Jun 2019	4	1	0	26 Aug 2019	...
CONFIRMED	Crystal	Ball	2342345	Deluxe City View	05 Jun 2019	09 Jun 2019	4	1	0	26 Aug 2019	...
CONFIRMED	Viv	Lee	3490899	Deluxe City View	02 Jun 2019	05 Jun 2019	3	1	0	26 Aug 2019	...
CONFIRMED	Gladis	Knights	3452308	Deluxe City View	04 Jun 2019	07 Jun 2019	3	1	0	26 Aug 2019	...
CONFIRMED	Tracy	Chapman	2342882	Deluxe City View	04 Jun 2019	07 Jun 2019	3	1	0	26 Aug 2019	...

Testimonials



“The entire team loves the way GroupSync simplifies and automates the process, which is saving them considerable time.”

**NORMAN (DIRECTOR OF RESERVATIONS AT
SWISSOTEL THE STAMFORD AND FAIRMONT SINGAPORE)**



“I am excited about the possibilities that GroupSync brings, in particular how it continues to drive incremental revenue from bookings, delivers productivity and innovation to our teams, AND helps our event planner customers by automating the guests’ booking processes. The GroupSync housing solution is helping us win more group business because it helps our customers become more efficient. It’s obvious – group bookings should be as easy as leisure bookings!”

**ROB (GENERAL MANAGER SALES & MARKETING,
SWISSOTEL THE STAMFORD AND FAIRMONT SINGAPORE)**



Learn how you can enjoy similar breakthrough results by contacting Groups360 via info@groups360.com or by visiting www.groups360.com where you can schedule a free online demonstration of GroupSync.