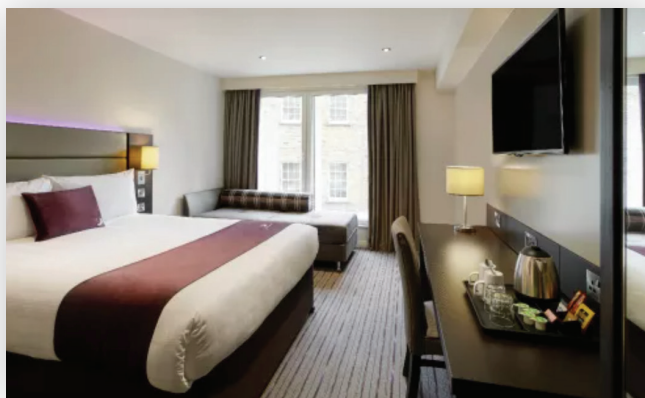
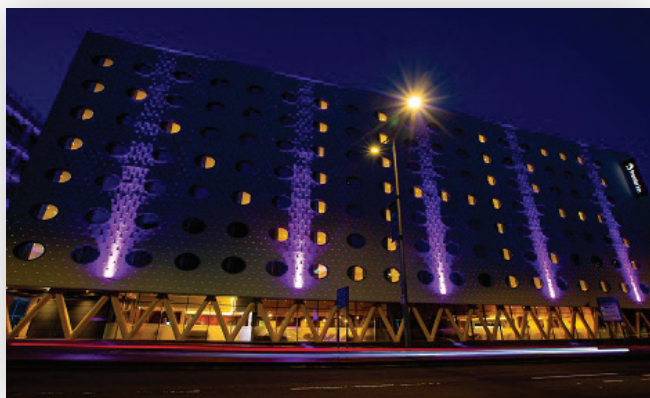


CASE STUDY

Premier Inn Increases Revenue and Reduces Cost with GroupSync Engage





Problem

Lost business and need for PCI DSS compliance

Premier Inn had the largest hotel network of meeting facilities in the UK. Inquiries were mainly handled at the property level and a small proportion went to a central team. The average time to handle a meeting booking was in excess of two days and potential guests could only complete a booking during business hours when meetings staff were available to talk to guests in person.

Premier Inn wanted to capture all incoming business, no matter the time of day, or the day of the week. They needed a flexible, easy to use online booking solution that was PCI DSS compliant — the Payment Card Industry Data Security Standard that ensures card data security. They also wanted a system that would enable them to manage their meetings business more effectively and provide real-time reporting at local, regional, national and group levels.

GROUPSYNC ENGAGE

Booking Solution

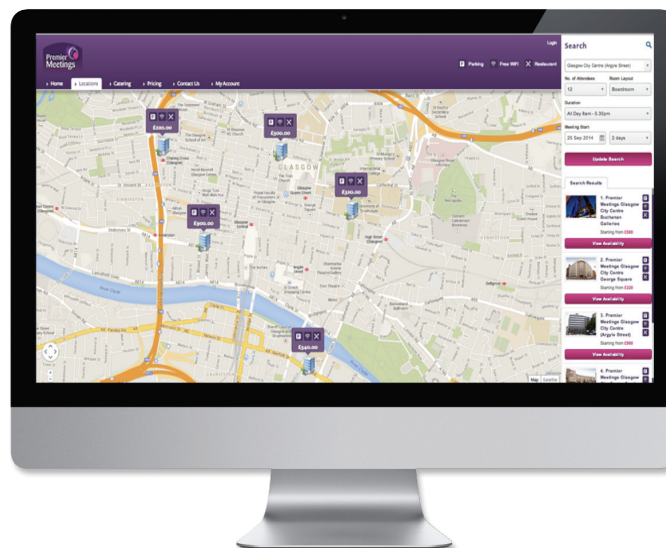


A guest-facing, real-time, online meeting booking system with wide-ranging operational management capability

Premier Inn looked to Groups360 to provide a system that was powerful, easy to deploy and simple to operate. They also needed a solution that could be built in parallel to their existing guestroom website and MICROS property management system and PCI DSS compliant. It was also crucial that it could be deployed with no possibility of their core business being negatively impacted.

Premier Inn felt they were losing potential bookings because they didn't have the ability to take bookings 24 hours a day. Now, the GroupSync Engage online booking system is allowing them to capture business 24/7/365.

Premier Inn promotes the real-time booking capability in their marketing materials with weblinks or buttons that direct visitors to the online booking tool. Regardless of whether visitors connect to the website on a desktop computer, tablet or smartphone, responsive technology allows them to easily book meeting space, catering and audiovisual equipment. Guests receive an email confirmation of their booking and can make amendments to their booking online, prior to the meeting, subject to the standard booking rules. The hotel also receives an email notification of the booking and all related details are viewable in a range of backend reports.





Results

A dramatic increase in revenue and substantial savings in labor costs

GroupSync Engage provided Premier Inn with the PCI DSS compliance they required. The ability to capture bookings, even when meeting and events staff are not working, led to a sharp increase in meetings revenue. The customer-facing website pages feed bookings into the system 24 hours a day.

Not only did meeting room revenue see a steep increase, but associated food and beverage revenue has increased up in line.

Eighty-five percent of all Premier Inn's meeting bookings are now made on their website, so the number of inquiries that have to be handled personally has fallen dramatically. The extra time that staff have available, is used to improve the conversion rate of larger, higher-value events.

**Eighty-five percent
of all Premier Inn's
meeting bookings
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Learn how you can enjoy similar breakthrough results.

Contact Groups360 at info@groups360.com or visit www.groups360.com to schedule a free online demonstration of GroupSync.

