groupSYNC
by groups360

prestige | global meeting source

Case Study

Prestige drives higher efficiency and strategic value with GroupSync™

Summary

Prestige, a leading event planning agency with more than 100 employees, needed a faster, more strategic way to source hotels for large group travel. Traditional platforms required manual effort and lacked real-time insights, slowing down the RFP-to-contract process and making it harder to provide data-backed recommendations to clients.

We spoke with Carla Bond, VP of Strategic Accounts at Prestige, who shared how GroupSync has transformed their operations. By leveraging GroupSync's real-time projections, advanced data, and seamless collaboration tools, Prestige has cut sourcing time by over 50%, secured millions in new business, and strengthened client trust with data-driven decision-making.

Challenges: Time-Intensive Booking and Lack of Real-Time Insights

Before using GroupSync, Prestige faced common challenges in hotel sourcing for large events:

- **Slow RFP Process:** Traditional platforms required extensive manual analysis, delaying contract signings.

- **Limited Data-Driven Decision Making:** Prestige lacked real-time projections, making it harder to confidently select the best locations.

- **Client Uncertainty:** Without clear comparative data, clients had difficulty making informed venue selections.

"GroupSync has **doubled my bandwidth,** eliminating the need for manual hotel analysis and streamlining the selection process. This increased efficiency allows me to identify the perfect fit for my clients and deliver results faster than ever."

— Carla Bond
VP of Strategic Accounts, Prestige

How GroupSync Solved the Problem

EFFICIENCY IN HOTEL SOURCING AND BOOKING
Using GroupSync, Prestige has cut the time spent on the RFP-to-contract process by more than 50%, allowing planners to focus on higher-value tasks. Carla described a recent success for a client seeking a multi-year contract. GroupSync quickly identified viable destinations and hotels despite limited availability, leading to a $3M contract in under a week.

DATA-DRIVEN PROJECTIONS AND COMPARATIVE ANALYSIS
Unlike traditional platforms, GroupSync provides real-time projections and precise destination recommendations backed by market analytics. When working with a client nervous about selecting the right destination and hotel for their event, Prestige used GroupSync's heat score and comparative analysis to shortlist 12 cities, then narrow it down to a final three—all based on data-backed reports. With this approach, Prestige gained client trust and secured a five-year contract, resulting in $10M booked.

ENHANCED COLLABORATION WITH CLIENTS
GroupSync enables planners to collaborate seamlessly with clients throughout the sourcing process. Prestige can generate comprehensive reports comparing venues, availability, and pricing trends and share them directly with clients for feedback. Carla emphasized that this collaboration fosters transparency and builds long-term relationships.

Why GroupSync?

Faster responses
Instant insights into hotel availability and fit, reducing back-and-forth delays.

Better analytics
Real-time data improves decision-making.

Smarter client collaboration
Share reports and refine choices seamlessly.

"Clients rely on our GroupSync reports to **stay on track** and make faster, smarter decisions."

— Carla Bond

Results
A competitive edge for Prestige

- **50% faster RFP-to-contract process,** freeing up time for higher-value tasks.
- **$10M+ in new business** secured through GroupSync's data-backed recommendations.
- **More efficient client collaboration,** increasing trust and deal closures.
- **Competitive advantage over traditional platforms** like Cvent, with real-time data insights.

By integrating GroupSync, Prestige has **transformed its event planning process,** delivering faster bookings, stronger client relationships, and a measurable competitive edge.