

# Siebel CRM Oracle Hospitality Group Sales and Event Management



## KEY FEATURES

- Consolidated inventory of function spaces, group sleeping rooms and assets
- Automated and efficient "Best Fit" space assignment
- Advanced function space diary
- Single view for global account management
- Integrated sales, revenue management and event execution processes
- Globalized and internationalized to support multiple languages and currencies
- Cluster visibility to support regional or franchise organizations
- Meeting package sales
- Real-time availability and pricing

Siebel Group Sales and Event Management includes integrated functionality for capturing and processing group sales opportunities, creating real-time quotes, managing a consolidated inventory, and planning and executing events. It can help you increase group sales revenue, improve sales and event management efficiency, and support centralized decision making and planning.

## Increase Group Sales Revenue

In today's world, consumers are used to getting immediate and complete answers from whomever they deal with. Siebel GSEM (Group Sales and Event Management) provides your hotel representatives with the information and tools to be able to respond quicker and smarter to customers.

## Consolidated Inventory

It is no longer acceptable to have distributed, property-centric systems housing data that would be more beneficial if available to the enterprise. Siebel GSEM was built purposely for enterprise organizations. It provides a consolidated inventory, which includes function spaces, group sleeping rooms and property assets, so sales representatives have visibility into what is available across your enterprise at all times without having to contact individual properties.

Siebel GSEM provides a full featured Function Space Diary that graphically represents inventory bookings at a property. The Function Space Diary is flexible and provides users with the ability to personalize what they see to fit their need. The Function Space Diary is a comprehensive tool that allows users to see bookings by quote status, inventory status or function status, the ability to see turn times, dependencies and configured spaces provides additional insight to users.

## Real-Time Availability and Pricing

To provide customers with accurate and timely responses to RFPs, Siebel GSEM allows hospitality sales organizations the ability to instantly check inventory and generate quotes based on a customer's unique event specifications. Siebel GSEM's Inventory and Availability Engine provides hospitality companies the ability to:

- Check real-time inventory and pricing across properties
- Set up property specific day-parts

## KEY BENEFITS

- Improved response times to customer RFPs
- Accurate tracking of customer spend across revenue categories
- 360 degree view of the customer for strategic account planning
- Leverage data throughout the enterprise to identify and target high value customers
- Increased sales efficiency and effectiveness
- Enhanced team selling capabilities
- Ability to perform and manage above property bookings efficiently
- Maximize profitability of resources
- Facilitate cross-selling
- Standardized processes incorporating industry best practices
- Enhanced ability to create timely and accurate customer invoices
- Better synchronization and communication between sales and event operations

## RELATED PRODUCTS AND SERVICES

Siebel Hospitality can be used alongside other Oracle business applications such as:

- Oracle Sales Cloud
- Oracle Marketing Cloud
- Siebel Loyalty
- Siebel Call Center
- Siebel Master Data Management

- Overbooking and Optioning of function spaces
- Check inventory of group sleeping rooms
- Check inventory of property assets (ie Pianos, A/V equipment, limited items, etc.)

## Advanced Revenue Management Tools

Siebel GSEM has built-in features to support advanced revenue management techniques that help companies maximize profit, analyze customer spend and improve decision making. Standardized processes within Siebel GSEM provide:

- Ability to forecast and track customer spend across Revenue Categories
- Measurement of estimated profits against target profit thresholds to determine business value
- Estimation of event value using Macro-Estimates/Average Values
- Integrated Quote Evaluation process to facilitate revenue management approvals
- Open platform to support integration with external yield management systems

## Improve Sales and Event Management Efficiency

Siebel GSEM helps hospitality companies reduce inefficiencies throughout the entire lifecycle of managing an event from lead management to executing an event. Integrated processes, built-in automation, and optimization engines reduce manual effort and streamlines the processes.

## Sales Automation

Workflows within Siebel GSEM can be used to automatically distribute leads to the appropriate person, department or property in your organization using Assignment Manager. Notifications or reminders can be sent to managers to provide alerts on follow-ups or tasks that need to be completed. Lead capture with Siebel GSEM includes tools that allow faster input of data such as:

- Event Templates containing common or frequently used event specifications
- Recurring Events for managing a series of similar events across properties
- Automatic creation of property specific quotes based on generic opportunity details

## Integrated Quote to Order to Event Check Process

The fully integrated processes supported by Siebel GSEM ensures all information available about a customer and their event is available to sales and event managers throughout the process. This allows sales and event managers to:

- Be informed and have visibility into all changes on an event
- Eliminate time spent manually re-entering data into multiple sales and

catering systems

- Ensure a smooth transition in the event turn-over process

## SIEBEL APPLICATIONS ARCHITECTURE

### KEY BENEFITS

Siebel applications architecture fully supports the requirements of today's adaptive businesses in delivering the requirements for leading hospitality organizations:

- Designed to address challenges of multi-channel deployments
- Developed to deliver the availability, scalability and performance of the largest CRM implementations in the world
- Evolved to meet the security demands of some of the top security conscious organizations
- Architected to deliver the maximum out of the box capabilities, whilst enabling unprecedented upgradeable capabilities for customization and configuration
- Provides full interoperability with SOA environments, Web Services, Oracle Fusion and Component Assembly solutions

## Inventory Management Engine

Siebel GSEM's Inventory Management Engine simplifies the task of finding available space and ensures the most efficient bookings. By utilizing "Best Fit" processes within the Inventory Management Engine,

Siebel GSEM can automatically identify appropriate and available function space at any property based on function criteria. Furthermore, with Siebel GSEM's Category Booking capability, properties can allow the system to manage the efficient use of space and automatically reallocate space in real-time to accommodate incoming bookings.

## Complete Meeting Packages

Providing full support for advanced bundling of event items, Siebel GSEM allows hospitality companies to easily administer and manage comprehensive meeting packages. Provide customers with additional offerings and simplicity by selling meeting packages that can include audio visual, catering, meeting rooms, guest rooms and additional amenities. Revenue managers can easily optimize offerings and pricing, as well as set minimum thresholds for the purchase of these discounted bundles.




## Siebel Customer Relationship Management – Improve the Customer Experience

Siebel Group Sales and Event Management is part of Oracle's Siebel CRM which enables companies to efficiently manage customer and sales activities – all from applications that are built on unified information architecture. This architecture provides a single definition of your customers, contacts, opportunities, and group events – all aspects of your business. Oracle Group Sales and Event Management enables you to share unified information across the enterprise so you can make smarter and faster decisions with better information from your sales data.

**CONTACT US**

For more information about Siebel CRM, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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**Hardware and Software, Engineered to Work Together**

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