

CASE STUDY

# Streamline Group Sales Pipeline and Workflow With the Amadeus' Meetingbroker Integration

## The Challenge

Caesars Entertainment Sales Managers have KPIs to book a certain amount of revenue each month to win their share of the market. The activities they are often measured against include time spent on both responding to inbound RFPs and outbound prospecting. Typically, prospecting gets short changed because so much time is prioritized responding to RFPs within certain service level agreements (SLAs). But with prioritizing RFP activities, finding new business to expand group sales and fill hotel need periods becomes a challenge.

Caesars Entertainment relied on [Knowland](#) to find account and event leads that match their hotel's profile. With a simple search, Sales Managers learn about an account's booking patterns, location type and brand preferences, and get a match score on the lead based on their hotel's profile. And while the Knowland solution empowered them to win more share, optimize revenue strategies and accelerate sales cycles, it wasn't cutting down on the time it took to transfer these leads into their Sales and Catering system, making it difficult to track.

## The Strategy

Now that **Knowland is a channel in Amadeus' MeetingBroker**, hotels that use **Amadeus Sales and Event Management Advanced Solution** can experience the ease-of-use and streamlined workflow that increases efficiency. That was exactly what Caesars Entertainment did. Caesars Entertainment elected to give their Lead Catchers, Director of Sales and Sales Managers access to Knowland as a channel through MeetingBroker to help them save time building their sales pipeline, work more efficiently, and grow group business in a systematic way.

So now when Sanjay sources a lead in Knowland, he can bring it directly over to his sales and catering system as an Inquiry. This is where he manages all his leads – both inbound and outbound – to build his pipeline and report out on the lead stages. He effectively turned his MeetingBroker from an RFP funnel into a lead funnel.



“ The Knowland channel within Amadeus' MeetingBroker streamlined my group sales pipeline and workflow. It was a no-brainer to get the Knowland channel turned on for us.

–SANJAY STOKES, SALES MANAGER, CAESARS ENTERTAINMENT

## The Results

Sanjay saved time, gained efficiencies and is growing his group business. Sanjay is no longer working off of multiple spreadsheets and reports. He is working in one interface. It is easy to upload leads that he wants to work from Knowland to Amadeus because it is very intuitive. From within Amadeus, he invites these leads to lunch meetings to build relationships and move them closer to a booking. That's why for him, using the Knowland channel within Amadeus was a no-brainer. "Who wouldn't want to sell smarter?"

### WHAT CUSTOMERS SAY ABOUT THE KNOWLAND CHANNEL IN MEETINGBROKER:

over  
**82%**

like how they can easily set traces out on future opportunities

over  
**79%**

believe that it allows them to prospect more efficiently

**66%**

said it saves them time by sending their Knowland prospects directly to Advanced-Delphi

To learn more about turning on the Knowland channel within your Amadeus instance, contact Knowland directly at 202-312-5880 or request information [online](#).