CYBAGE

RFP

Implemented Salesforce integrations
for a leading Travel IT provider
to help hoteliers smoothly manage Event RFPs

About the Client

A top IT travel and tourism provider that offers global services

Provides varied technological offerings that boost the booking, ticketing, and pricing operations

Assists airlines, airports, hotels, railways, travel agencies, and tour operators by enhancing the overall booking and travel experience

Business Needs

Enhance sales forecasting accuracy

Effective turnaround time for RFP responses

Parallel processing of multiple RFPs

Availability driven rates to enable revenue growth

Identify opportunity for top line growth using analytics

Solutions

RFP

REQUEST

FOR

PROPOSAL

Created an integration framework to connect Salesforce CRM, Meeting Broker, Event Management, and other systems

Pulled ARI & Sales data for analytics and forecasting through integrations with internal and external systems

Built an orchestration kernel to reduce Salesforce load and facilitate central sales and parallel RFP responses

Created Salesforce integration with the meeting broker to make proposals available in Salesforce CRM

Achieved easy ARI access by integration with sales & events management system

Technology Stack

salesforce   force.com. platform as a service   MeetingBroker®   AMADEUS Sales & Event Management

Business Impact

COMPLETENESS and ACCURACY of sales data INCREASED BY 30%

Identified 4+ REVENUE SOURCES

100% RFPs being parallelly processed

Top line GROWTH OF 15%

Standardized SALES PROCESS ensured 0% delay in the RFPs progress

Cybage Travel and Hospitality

Lodging   Travel Distribution   Travel Retailers   Travel Consolidators   MICE   Specialty Lodging

Empowering hoteliers
with an enhanced event RFP management system

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