

Facilitated the global growth of a leading meetings and events technology provider by streamlining and automating the bidding and negotiating process between corporates



About the Client

- Ranked amongst the **10** best software companies
- Holds expertise in delivering **cutting-edge** and **effective solutions** for meetings, events, and hospitality management technology
- Has a global presence with a user base of **25,000** customers and **300,000** users globally
- Aids event organizers with a comprehensive suite of solutions and services ranging from online event registration and venue selection to event management, mobile app deployment, email marketing, and extensive web surveys

Business Needs



Enable corporates to float an RFP and hotels to bid against the RFP proactively



Enhance the lead quality by minimizing the spam leads



Connect corporate travel buyers to individual global properties



Expand the global property listing by onboarding new properties



Provide travelers with the negotiated bid information



Streamline the user onboarding process to increase the user base

Solutions



Assisted in developing a web-based application that:

- Enabled corporates to place bids for an array of hotels
- Streamlined the RFP response process for hoteliers dealing with corporate requests
- Integrated Google Map V3 to facilitate the selection of hotels in the vicinity of the office or the event place



Enabled the accessibility of individual properties to corporate travel buyers



Automated the rate-loading process



Introduced interactive and informative dashboards to showcase KPIs and assist with custom reporting



Enabled direct access of market leads to hoteliers

Technology Stack



Business Impact

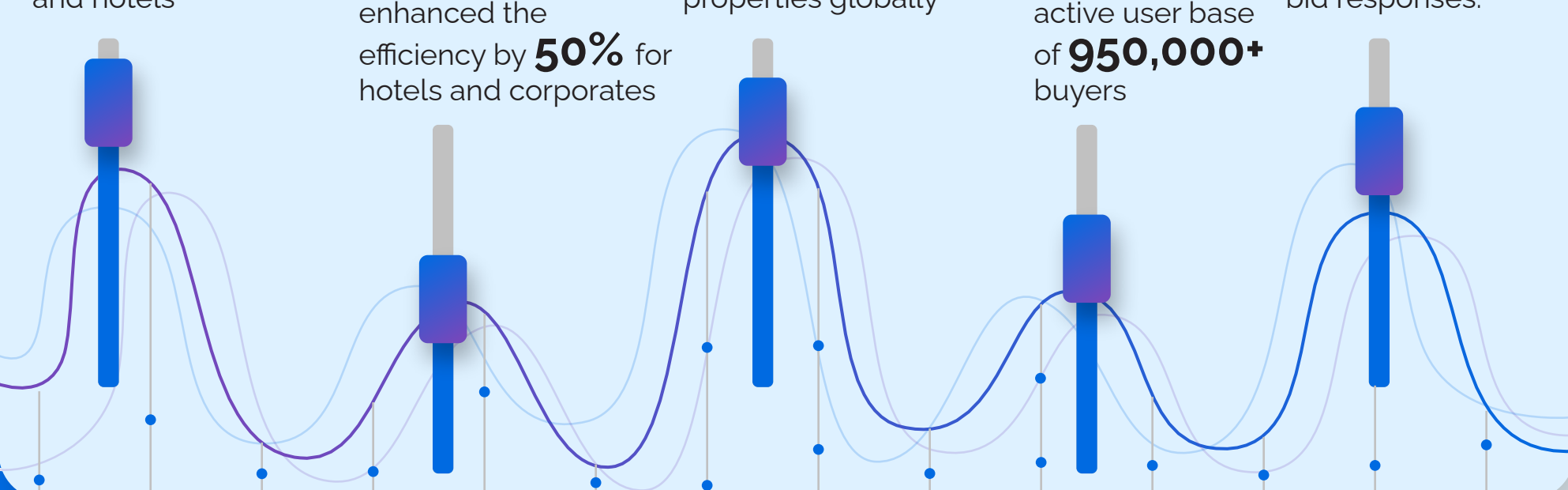
Established a **100%** automated bidding and negotiation process between corporates and hotels

Streamlined the process, and enhanced the efficiency by **50%** for hotels and corporates

Provided the user base with access to more than **100,000** individual properties globally

Gained an active user base of **950,000+** buyers

Reduced spam leads for hotels by **25%**, resulting in relevant bid responses.



Cybage Travel and Hospitality



Lodging



Travel Distribution



Travel Retailers



Travel Consolidators



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