

# CASE // MEETING BUTLER



*"Our customer was enjoying stable savings from vendor contracts, but together we identified more opportunities deploying the Meeting Butler-service..!"*



In **5 weeks** our customer

- Increased savings outside contracts from 1.1% to 6.7%
- while saving 250 work hours
- and remaining in full control of vendor relationships...!



Requests are easily made using the simple online form that could be placed on your corporate intranet – or by simply using the phone of an email where needs/requirements are communicated...

Once we have received the request, we'll create project and the meeting planner receives an online link to a real-time display of the progress allowing for the monitoring of proposals as they arrive...

# FROM GOOD // TO GREAT



01JAN2016

01JAN2017

Faced with challenges...

...our customer deployed a platform...

...and expected results were delivered...

...but room for more was identified...

...and Meeting Butler was the answer.

## Clear objectives existed:

- Increase transparency
- Visualise category spend
- Increase compliance
- Increase internal efficiency
- Reduce costs overall

## Concerns were there, too:

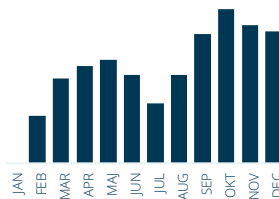
- Savings potential unknown
- Manage change internally
- No proven business case
- Uncertain ROI
- Uncertain implementation

## 3-month implementation

- Annual RFP process prepared and completed in 6 weeks
- Vendor contracts and terms uploaded for full visibility
- User workshops (live and web casts were held as intro
- Soft launch 4 weeks into the implementation period
- Throughout the year, more features and UI improvements were delivered
- User adoption has increased gradually over the year

## Adoption increased...

- More than 350 projects
- More than 1,000 proposals
- More than 200 users
- >90% spend within contracts with expected savings realised
- Additional savings (outside contracts) running at 2.2%



## Agent assisted sourcing

- “Tell us what you need”
- “Online, mail or the phone”
- We’ll get you 3 quality-checked and policy compliant proposals
- You’ll get an online link that allows you to monitor progress

## Let us negotiate for you

- We know your policies
- We’ll stay compliant
- We know the importance of creating win-win situations
- We’ve got better data for benchmarking purposes

## Savings increased

- 6 weeks after 52 meetings were sourced, 30 of which were done by the Butler-service
- Average savings from the Butler-meetings were well over DKK 8,000
- After clearing the extreme savings, the results were
  - Butler meetings: 6.7%
  - Classic meetings: 1.1%

## As did planner satisfaction

- Meeting planners saved around 250 hours of work
- Customer feedback is incredibly positive

“It’s a fantastic tool and was particularly useful when Tivoli Congress Centre cancelled our meeting. I am a bit fan of the Meeting Butler”

“LB” (meeting planner)

“It’s so easy to request proposals from various vendors and the Meeting Manager Team is always extremely helpful”

“MPK” (meeting planner)

“It’s so cool to use for sourcing and tendering”

“KHS” (meeting planner)

“I’ve just been using the Meeting Butler service and I give it 10 out of 10 points. Top service and quick responses. It has saved me a lot of work and hours and I would not have been able to find such a perfect location as Meeting Manager found to me”

“BA” (meeting planner)

“MM saves me a huge amount of time when I search for venues. Vendors respond quickly and proposals are easily compared, which help making the right decisions. The support from the MM Team is very good, too. They are always there to help and support.”

“SP” (meeting planner)

