



The Brief

To create a Regional Business Gateway for an integrated online Event Booking and Delegate Management solution to allow the Regional Development Agencies partners to input and manage all their event and training and for customers to search.

The Solution

Silverbear were contracted to provide a web based event management and booking system to include:

- * Online booking, fulfilment and payment.
- * The handling of a multiplicity of payment methods.
- * The ability to handle multiple delegates on a single booking.
- * The ability to handle multiple events on a single booking.
- * The full integration with an existing CRM system to provide closed loop marketing and feedback information on booking trends, usage, repeat bookings and customer interaction.
- * Pre-filled forms

To successfully do this, Silverbear implemented an event and delegate management system. The closed loop marketing enabled customer profiling to take place and further enhance the events offered in response to customer requests and preferences. Customers are able to access their own accounts, with cookies used so that the system recognizes the user and promotes high-user visibility.

The Results

Online bookings now account for 80% of all event bookings. Non-attendance greatly reduced due to attendance reminders being automatically sent by e-mail and text message. In addition, Black Country Chamber & Business Link now has a customer profiling ability based upon actual customer behaviours and preferences. This in turn has increased the relevance of the marketing campaigns and has reduced marketing spending.

UNDERSTAND DEVELOP SOLVE

