



case study | melbourne convention bureau

UTILIZING THE SIMPLEVIEW CRM

PURPOSE BUILT WITH YOU IN MIND — the sky's the limit with the Simpleview CRM

When you visit the Melbourne Convention Bureau (MCB) website, the first eye-catching feature you see is a stunning backdrop of a vibrant cityscape — one glance and you are ready to plan your visit. Melbourne, the state capital of Victoria, Australia, serves as the ideal destination for beach bums, foodies, adventurous outdoor enthusiasts, animal lovers, art and museum-goers, business events, and more.

A city of great minds and a place where the world's brightest thinkers gather to inspire, innovate and deliver real change. **Melbourne Convention Bureau helps professionals deliver outstanding business events and powerful event legacy.**

GOAL:

With visitors providing consistent website traffic, the Melbourne Convention Bureau needed a clear and concise customer management software system to maximize its potential.

The Melbourne team had a goal when shopping for a new system: reporting capabilities, lead pool management, and a web-based platform were just a few of the characteristics the destination marketing organisation (DMO) was in search of when looking to implement a new management system.



PURPOSEFUL, STRATEGIC, CUSTOMISABLE

The first of its kind, Simpleview's industry-specific customer relationship management (CRM) offers seamless integration with more than 20 programs, a customisable user interface, and endless customer support.

Initially built on more than 3,000 hours of user group feedback, **Simpleview created a system with more integrations than ever before, in addition to hundreds of customisable features for DMOs.**

CHALLENGES:

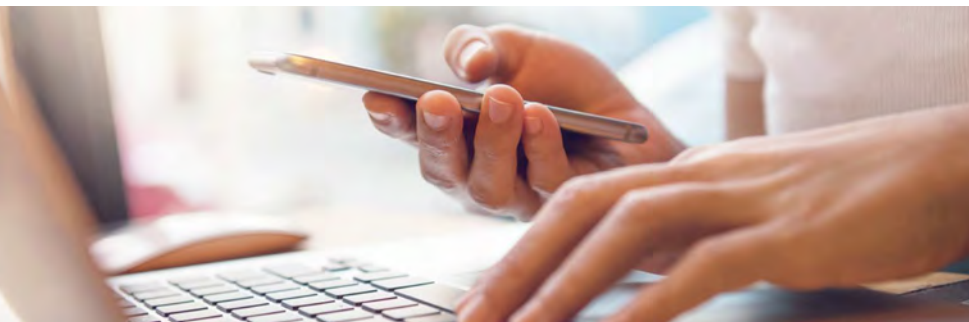
Prior to using the Simpleview CRM, Melbourne Convention Bureau was using a system developed for event management as opposed to event *sales*, with limitations to the reporting capabilities that the DMO required. The system also lacked the capabilities of a web-based platform, and its ability to access information remotely was restricted.

As a purpose-built DMO product, **the Simpleview CRM offered a much greater reporting ability through the meeting sales component.** The team has since been able to manage lead pool strategy, offer and track member/partner requirements, and link sales opportunities as member benefits. Extranet access to the CRM offers its partners real-time reporting and leads, as well as the ability to personalize listing details.



Simpleview CRM is uniquely geared to cater for our type of business. The staff at Simpleview are always pleasant to work with and have great knowledge of their CRM product."

– **MICHELLE HILL**
Research Consultant at
Melbourne Convention Bureau



SOLUTION:

The Melbourne Convention Bureau team implemented and utilized many elements of Simpleview's CRM suite of integrations to improve its customer relationship management strategy. **The following modules of the system were the most helpful:**

MEETING SALES — Granted Melbourne the ability to **manage its meetings lead funnel** and key contacts. It also provides the ability to **build custom reports** as needed.

MEMBER/PARTNER — This module houses **all things required to manage its members and partners including key contact details** as well as reporting on what opportunities it provided to members. The module supports 24 unique, distinct user roles and links to its partner's extranet. This has been a valuable resource and time-saver when it comes to updating partner information.

EVENTS/RSVP EVENTS — Melbourne needed the ability to manage its own in-house events and client partner site inspections and familiarisations. This module allowed them to perfectly track all events and execute events to support new leads and opportunities.

CONSUMER/RFP SUBMISSIONS — This provides Melbourne with a direct link to its DMO website which captures self-subscribers and online RFP submissions.

RESULTS:

Since implementing the Simpleview CRM, Melbourne Convention Bureau now has the ability to manage and report on its extensive account, contacts, and lead database.

They increased productivity and gained efficiencies from these **top three results:**

CLEAN
DATA

FASTER &
MORE ACCURATE
REPORTING

WEB-BASED
PLATFORM

INTERESTED IN FINDING OUT HOW SIMPLEVIEW CRM CAN IMPROVE YOUR RESULTS?

Email us at accountmanagers@simpleviewinc.com or call us at 520-575-1151.