

Marriott International Case Study

How A Hosted Buyer Program Revolutionized Marriott's Customer Events

In preparation for a Marriott Customer Event at the Annual Philadelphia Flower Show, project manager Elizabeth Gooden reached out to Personify's A2Z Events with a challenge. As the primary event planner, Gooden was looking for a hosted buyer matchmaking and appointment scheduling solution that could be up and running quickly.



Highlights



Efficient delivery of a tailored solution



Fewer no-shows for scheduled appointments



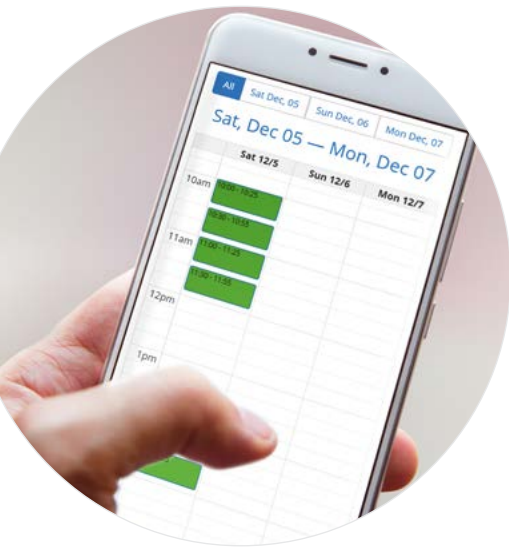
End-to-end automation of appointment scheduling

CHALLENGE:

An Automated Solution to Connect Buyers and Sellers in Real-Time At Events

Several years ago, Marriott added a hosted buyer component to make the event more productive for its hotelier participants. In that time, Gooden had used multiple hosted buyer software solutions with varying degrees of success. However, these solutions required a significant amount of manual manipulation, which was challenging for her one-woman operation. This year, she wanted more: full automation that would take her out of the loop.

After talking to three other companies, Gooden connected with Personify. She knew from the first phone call that things were going to work out. "They were eager to say, 'we can make this happen, we're here for you.'" said Gooden.



Using the A2Z Events hosted buyer scheduler was life changing. For a team of me, myself and I, it took so much weight off my shoulders. From the time that I picked up the phone to the time we finished, it was a stellar experience.

ELIZABETH GOODEN
Project Manager
Marriott International

Unlike platforms in which hoteliers and customers make selections in one database, but the actual matches and appointments are listed elsewhere or involve a manual process, the A2Z Events solution puts participant profiles, selection and appointment generation in one location. Matches and appointments are generated automatically with the push of a button. Organizers can update, view and print appointments. Participants view appointments online or via their mobile devices.

Quality Results

With the help of the A2Z Events solution, Gooden achieved some amazing outcomes:

- Delivered a tailored hosted buyer solution efficiently
- Decrease in the number of no shows for scheduled appointments
- Increase in the value of the hosted buyer program to the event
- Savings of many hours of planner time
- End-to-end automation of hosted buyer appointment-scheduling process

Gooden noted that the only downside of deploying the A2Z Events hosted buyer scheduler so quickly was not having the time to learn everything the platform can do. In future years, she plans to implement the solution earlier in the event cycle so that she can utilize more of its features. "I would love to be able to go back to our customers and say, 'here's who you met with' and to just be able to do a follow-up through the system, which is a capability we've never had before," she explains.

About A2Z Events' Hosted Buyer Scheduler Solution

Enable qualified buyers and sellers to engage in real time in a secure, visually compelling environment. Take the guesswork and paperwork out of your hosted buyer program by matching registered buyers with appropriate suppliers using our automated matchmaking technology. Event participants can maximize their ROI by receiving high quality appointments based completely on precise demographics data and your event-specific business logic.

- Generate recommended matches for buyers with powerful matching technology
- Eliminate manual work and streamline the scheduling process radically
- Improve participants' ROI and satisfaction levels from your hosted buyer scheduler

Learn More

**Request a Demo at
personifycorp.com**