

Case Study | Melbourne Convention Bureau & Simpleview CRM

PURPOSE-BUILT WITH YOU IN MIND – The sky's the limit with Simpleview CRM

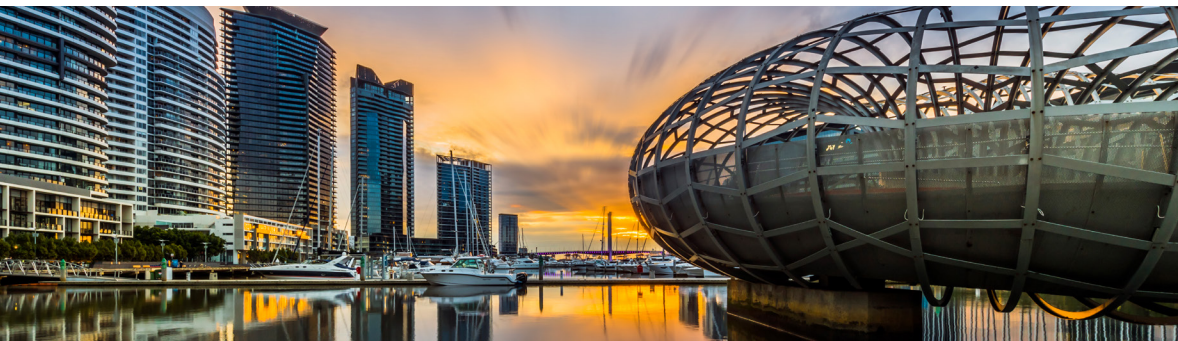
When you visit the Melbourne Convention Bureau (MCB) [website](#), the first eye-catching feature you see is a stunning backdrop of a vibrant cityscape — one glance and you are ready to plan your visit. Melbourne, the state capital of Victoria, Australia, serves as the ideal destination for beach bums, 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 a powerful event legacy.**

GOAL:

With visitors providing consistent website traffic, the Melbourne Convention Bureau needed a clear and concise customer relationship management (CRM) software system to maximise their potential in attracting global events.

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.



CHALLENGES:

Prior to Simpleview CRM, Melbourne Convention Bureau was using a system designed for venues and convention centres with focus on event management, as opposed to event sales. The previous system had limitations to reporting capabilities and lacked the remote access of a web-based platform..

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

SOLUTION:

The Melbourne Convention Bureau team implemented and utilised many of Simpleview's CRM modules and integrations to improve its customer relationship management strategy.

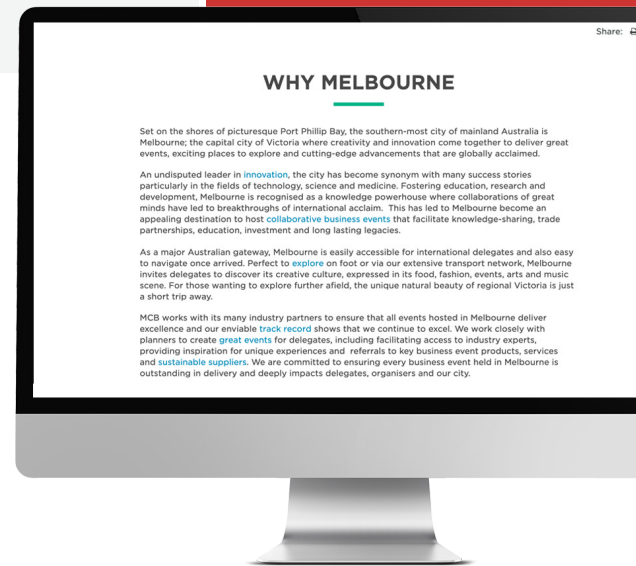
The following features of the system were the most helpful:

- **MEETING SALES** — utilisation of this module provided the MCB with 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 distinct user roles and links to its partner's portal. This has been a valuable resource and time-saver when it comes to updating partner information.
- **EVENTS MANAGEMENT** — the MCB needed the ability to manage its familiarisation tours, site inspections, and partner events. This function allowed them to efficiently track and execute events to support their partners and generate new leads and opportunities.
- **WEBSITE INTEGRATION** — the seamless connection to the Simpleview CMS powers the MCB's supplier search while capturing event inquiry/RFP submissions and newsletter subscriptions.



As a custom DMO product, Simpleview CRM is uniquely geared to cater for our type of business.”

– MICHELLE HILL | Research Consultant at Melbourne Convention Bureau



RESULTS:

Since implementing Simpleview CRM, Melbourne Convention Bureau can now manage and report on its extensive account, contacts, and lead database. **It increased productivity and gained efficiencies in these three areas:**

CLEAN
DATA

FASTER &
MORE ACCURATE
REPORTING

STRATEGIC
SALES
EFFORTS

INTERESTED IN FINDING OUT HOW SIMPLEVIEW CRM CAN IMPROVE YOUR RESULTS? Email us at info@simpleviewinc.com or call us at +1 520.575.1151 or our SV Europe Team at +44 (0)330 440 1825.