BLUERUNNER SOLUTIONS

EVENTS BOOKING SYSTEM

US
University of Sussex

+700k Increase in total booking sales

15% Increase in number of bookings

About University of Sussex

The University of Sussex is a public research university located in East Sussex, England. The University received its Royal Charter in August 1961, the first of the plate glass university generation, and was a founding member of the 1994 Group of research-intensive universities.

Benefits of Events booking System

Real time reporting – allowing the team to see real time figures and turnover giving them a true picture of the business

Increase Bookings - Driven the number of average bookings per user by 15% (from 35 bookings in 2015 to 40 bookings in 2016)

Freed up time - Removing admin and duplication allowing the team to concentrate on sales opportunities

Improved efficiency - The team are now able to order and roster from the system

Increased customer satisfaction - The system allows the team to check availability quicker, turn around business quicker and be more responsive to requests

"…The BlueRunner Booking System has allowed me to develop the conference sales quicker by removing all obstacles that faced me and the team. We now have a team that is more sales focused, freed from duplication, time consuming systems and blockages in the booking process. I now have complete confidence in the business and a clear view of potential opportunities for further growth"

-Wayne Spicer – Conference Services Manager - University of Sussex

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