Kinetic Software

> "Kx has made a huge impact in the way we do business. With Kx, we've improved our response times with prospective customers."
>
> — Bob Hale, Ancillary Services Director

Headlines

Venue type: University
Meeting Capacities:
Bedrooms:
Products: KxConferencing
                          KxCalendar
                          Classroom Interface

Events to manage

Campus Events

Conferences

Meetings

Banqueting & Weddings

Sports Camp

Results

Increased Visability

Improved Response Time

Better guest expereince

Continued Growth

St. Francis Xavier University

A bit of background

In 2008, StFX was experiencing a successful growth rate of about 5% each year. However, uncertain market conditions during this time loomed. Bob Hale, Ancillary Services Director at StFX, determined that without the assistance of a proper conference and hospitality software system, this growth could be in jeopardy.

While they had a software system in place, it was limited in total conference functionality with items such as invoicing, capturing attendee data and automatic reporting.

The conference team needed a more effective way to manage current and new business.

What StFX wanted to achieve

• A system to compliment and support their centralized scheduling and multiple users.
• A powerful business tool flexible enough to handle a variety of events and programs.
• Quicker and easier ways to communication detailed notifications with support crew.
• A system to effectively manage their current business as well as new.

What the project team did

• Worked with the conference team to understand the demands and challenges with its business processes, offered professional planning services and growth plans.

• Setup an interface between Kx and the university's academic scheduling software to share room scheduling information for improved visability and increased response time

• Identify information and communication gaps between the conference team, campus service providers and customers for improved response time.

The results

• Exceeded expectations by helping streamline operations while maximizing staff's productivity.

• Kx's automated contracting and communications technology provide staff with information instantly. "We're able to offer accurate quotes for all functions without having to wait on other service providers," said Bob Hale.

• Detailed notifications are sent to the entire support crew with the click of a mouse, alerting them to programming changes and updates.

• The reporting functionality is key to providing the highest level of customer service, especially for the most demanding groups.