

“The purchase and use of Kx has made a valuable difference in the way we do our business and has already proven to all that our investment was well worth it.”

- Norma Charette, former Director of Conference Service

Headlines

Venue type: University
Meeting Capacities:
Bedrooms:
Products: KxConferencing
KxRegistration
KxProposals

Events to manage



Campus Events



Conferences



Meetings



Banqueting & Weddings



Sports Camp

Results



Increased Visibility



Improved Response Time



Better guest experience



Continued Growth

University of New England

A bit of background

The University of New England Conference Services team faced some significant challenges, specifically a meeting and event business that was growing rapidly. But UNE was dealing with two distinct campus locations and needed a way to manage the bedrooms and meeting spaces for multiple campus locations.

What UNE wanted to achieve

- Minimize inefficiencies experienced when dealing with multiple campuses.
- Meet the demand of a rapidly growing meeting and event business.
- Improve their overall view and understanding of business across multiple campuses.

What the Kinetic project team did

- Identified the challenges and operational gaps faced by the Conference Services team and how the Kx system could lessen the impact.
- Worked with the Conference Services team to streamline and spot-target marketing efforts.

The results UNE experienced

- The UNE Conference Services team noticed dramatic changes within the first few months.
- Kx was able to capture “committed” or “likely to commit” lodging and showing 60% of capacity. This allowed the team to immediately identify underutilized overnight space for focused marketing efforts. “With Kx, we were able to market a lot sooner. We were able to get to these target groups before they committed elsewhere,” Norma explained.
- Through use of the Kx system, the Conference Services team was able to uncover other departmental internal fees that were charged for items such as lifeguards and campus center managers. The team was able to then recoup these “lost” charges.
- Before and after implementation analysis showed fees the internal departments were charging Conference Services directly tallied up to thousands of dollars annually.
- Kx has eliminated communication breakdowns with key players (conference services and dining), resulting in these charges, because they are now using the same software system.
- “Audit Trail” and notifications enables the Conference Services team to stay on top of changes to events.
- The Conference Services team has also seen a reduction in invoicing turnaround time. Because the system is able to pull all activity together quickly, invoicing time has reduced to 2-3 days from the 21 days needed post-event when invoicing was done manually.
- The reduced invoicing time frees the team to begin marketing and sales two months earlier than prior years. “I would estimate our billing process has increased in efficiency by 75%. Our clients love that we are able to invoice much quicker.” said Norma.