

CASE STUDY:

# Mantra Group



All the figures  
at your  
fingertips



## Background

Mantra Group (ASX:MTR), the largest Australian-based hotel and resort marketer and operator manages a portfolio of over 125 properties and 20,000 rooms under three brands, across Australia, New Zealand and Indonesia. With over \$8 billion in assets under management and a team of over 5,500, Mantra requires solutions that are scalable, economical, efficient and seamless.

Mantra partnered with iVvy to deliver centralised functions booking and revenue management - from Events to Catering to Group Accommodation and Reporting. Without a centralised venue management solution, Mantra's opportunity to cross-sell between properties and leverage regional / group efficiencies was constrained by existing software limitations and an internal culture focused on administration staff manually managing the events sales process.

## iVvy Solution

iVvy worked closely with Mantra to define requirements and future-proof their investment. Our cloud-based solution allows live group reporting across regions or brands and the ability to centralise sales functions to reduce cost per sale. Real-time reporting allows Mantra to optimise yielding and venue availability.

iVvy provides functionality to distribute availability and pricing for function space and group accommodation through a Mantra-branded booking engine and the iVvy Marketplace and partner network. Leads and bookings transfer straight into iVvy's Sales & Catering system, where seamless processes and user-specified templates fast-track quoting and operations. Turnaround times from enquiry to booking have reduced from days or weeks to just minutes - reducing the cost per sale dramatically.

iVvy's easy to use interface and dedicated support made training and implementation easy across all levels of Mantra's team, and the customer experience has dramatically improved.

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# 14% increase in conversion – a game changing solution.

### Results

Mantra has integrated iVvy across 124 of its properties, with a team of 304 users. In only two years, iVvy's partnership with Mantra has delivered:

- 14% increase in conversion rate
- Centralised sales management across the Mantra Group portfolio
- Immediate, real-time visibility on performance, revenue, availability and leads
- Internal culture change, with a greater focus on yielding thanks to live booking management



Instant bookings



Integrated revenue management



Reporting & analytics

“iVvy has streamlined our booking and revenue management processes, and changed the way we do business. From information sharing across business verticals and regions to simplifying quoting, contracting and event management, iVvy's platform has been a game changer for the Mantra Group. We are now able to deliver an enhanced customer experience, optimised revenue management and greater transparency across divisions.”

Mark Hodge, Executive Director - Operations, Mantra Group