



technology



## Leading Casino Operator Adopt Rendezvous To Streamline Events Business



London Clubs, a leading UK casino operator, is part of Harrah's Group, the world's largest provider of branded casino entertainment, owning or managing casino resorts on four continents.

London Clubs selected the specialist conference and banqueting software, Rendezvous from NFS Technology, to manage their event business at unit level across the group of casinos in key metropolitan areas such as Manchester, London and Glasgow.

Now implemented at five locations, Rendezvous has become an invaluable tool for managing London Clubs' event business – a growing segment which capitalises on the unique ambiance of the casino environment.

Each of the casinos has outstanding facilities for entertainment and food & beverage, as well as separate spaces to host events in a relaxed environment. These events have sufficient elements of differentiation to create a setting very different to that of a typical banquet facility. It is for this reason that many companies are now looking at holding parties or celebration events at casinos.

"Rendezvous is a robust banquet and event solution with great diary management functionality," comments Susie Geoff, General Manager at the Leeds facility. "We have come to rely on Rendezvous for many operating aspects of running an event, from enquiry capture to instant availability information and for the production of typical event documentation like the Contract and the Function Sheet."

Once event details have been received, producing all relevant documents is really simple, adds Susie, making the system invaluable as a business tool to streamline the event management process. "It is also extremely valuable to have instant access to booking history, so that sales and client service efforts can be used correctly to look after our customers and make sure that we have the information to secure good quality repeat business."

Going forward, London Clubs and NFS are looking at further integration of the event booking solution with sales management across the group, as well as creating a seamless solution for client billing. The integration with salesforce.com, the CRM system used by London Clubs at Group level and which covers all new business opportunities, will be a significant step forward in creating a total solution.

Rendezvous is the browser-based conference and banqueting management system from NFS. The software is used by leading UK and US conference venues to streamline their event management and corporate hospitality business.