

# Case Study

## Experient Housing Reservation System Saves Client \$30,000 in Attrition Fees

### About Experient

*Experient is the source for integrated meeting and event solutions. Experient is recognized as the industry leader in providing full-service, customized registration, housing, event management and lead retrieval services. With a vision to perfect the event experience and a mission to help bring people together to drive business, this year Experient will create memorable event experiences at more than 3,300 events attended by more than 2.8 million people who will occupy more than 5.5 million room nights.*

### Challenge

A direct seller of household products with more than 60,000 independent consultants was unhappy with the current housing provider for their annual 10-day national meeting. This event is attended by more than 7,000 independent consultants and too many of them had problems booking their rooms. Many attendees ended up with duplicate reservations and/or payment problems and the organization was being penalized tens of thousands of dollars.

### Solution

The organization came to Experient and asked for a better housing solution at their 2008 national meeting.

The Experient team worked closely with the client to switch registration for the event to the new Experient housing and registration system. The Experient registration and housing solution is a user-friendly system that lets attendees pay directly through the registration system and automatically checks for duplicate hotel reservations – eliminating the phantom rooms that cost the client thousands of dollars in the past.

The Experient team also worked to group the organization's staff together, limiting hotel usage where possible. There were three hotels used to house the event attendees at the 2008 national event and Experient staff members were stationed at each hotel to help register guests, make sure check-in was smooth and easily solve any onsite payment issues.

### Result

Experient took over housing services for the organization's event less than a year before the event but was able to streamline and improve reservation systems using Experient's proven registration and housing systems. Experient also used their negotiating power to save the organization more than \$30,000 in attrition and other fees.

The client was impressed by the solutions Experient provided, eliminating duplicate reservation problems, improving depositing procedures and increasing convenience for attendees. As a result, Experient will continue to provide housing advantages, room block consultation and other time-saving services at the client's national event for the next seven years.



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