

## Customer testimonial

### Interstate Hotels & Resorts / Embassy Suites by Hilton LAX North



“I love eProposal,” said Katrina Banzon, Complex Director of Sales for Embassy Suites by Hilton LAX North. “I recommend it to hoteliers and event planners responding to RFPs. It saves time and gives you the competitive edge.”

Embassy Suites by Hilton LAX North (managed by Interstate Hotels & Resorts), hosts a constant rotation of meetings and events. Offering a close drive to the beach and downtown, as well as a robot butler named “Winnie,” the 220-room Los Angeles hotel caters to a diverse mix of clients, including corporate, sports, military and religious groups.

#### **CHALLENGE**

Responding to RFPs (requests for proposals) used to be a time-consuming, arduous task. Managers had to manually copy and paste information into Word documents, along with property photos and food and beverage details.

The result was a bulky email that took a long time to create and was often lost in the inbox shuffle.

#### **THE SOLUTION**

With Cendyn’s eProposal, the hotel’s events team has access to an automated platform that speeds up the entire process, creating professional, personalized proposals from templates, and delivered to clients via a Web link. All event proposals are tracked from one dashboard and the system is integrated with sales and catering, so pricing is pre-filled from the system versus manual entry.

## FAVORITE FEATURES

**PERSONALIZATION:** “I love the fact that it’s a step by step process with so many pockets for us to have an opportunity to speak to the client,” Banzon said. “We can easily customize with different skins and setups depending on what the client is looking for.”

**ACCOUNTABILITY:** “It’s great when we’re reviewing our funnels. It tracks the amount of revenue proposed. As soon as you log in, it gives projections for your event. It gives us a much more streamlined process to hold the team accountable.”

**POLISHED PRESENTATION:** “I love the look of it. It just looks beautiful,” Banzon said. “It’s very visual and leaves a lasting impression.”

**FASTER RESPONSES** “It’s much easier to get our proposals to the top of the line. When responding to RFPs, speed is everything and eProposal saves us time. eProposal gives us the competitive edge.”

