



Inspiring multi-million pound conference centre goes digital for growth

Executive summary:

A new generation of digital technology is helping multi-million pound UK meeting venue CEME drive market-leading levels of customer service.

With a purpose-built training and education complex and a conference centre set on a 19-acre site, the centre is using Rendezvous V5 from NFS to organise its 160 meeting and commercial spaces.

And Conference Centre Director Eamonn Cole says he's confident the venue management system is also going to create revenue growth.

Why NFS:

CEME already used world-leading room booking and scheduling management system Rendezvous to operate successfully for years.

"We went through a rigorous selection process before going ahead with NFS again," said Eamonn.

Rendezvous V5 impressed with:

- User-friendliness
- A huge range of extra features
- Cutting-edge abilities to help customers find and book CEME space
- 24/7 support.

What's CEME?

CEME, in Rainham, Essex, is a catalyst for growth in East London and the Thames Gateway, and incorporates:

- 5 buildings 160 different spaces
- 21 conference rooms
- 17-room learning and development centre
- Parking and external event spaces
- 19-acre site

Portal to the future

This innovative centre is looking to the future with a new Rendezvous portal to enhance customer service even more.

CEME customers will soon be able to:

- log in at any time
- see what space is available
- make an enquiry
- pay online

CEME will soon offer regular clients the ability to log in and gain access to their own personalised rates and book and pay for meeting rooms. The centre also plans to extend the power of Rendezvous to its commercial tenants.

"It will mean we can allocate the commercial rental space for tenants with additional services such as phones, wifi and IT," says Eamonn.



“NFS made the system that meets our needs, and the customer service and support is excellent – the relationship we have with their staff is brilliant”

- Eamonn Cole, Director of CEME



6 ways CEME benefits

1. “Rendezvous V5 is now a core asset for our business – it’s absolutely integral to everything we do” – Eamonn Cole
2. “It’s an effective property management system that captures every available space and also allows us to designate clients’ dates, times, rooms etc when dealing with enquiries and making reservations.”
3. “It allows us to incorporate the full range of services, facilities (including AV and catering) and rooms we offer.”
4. Space availability is kept up to date automatically – no more time consuming manual updating.
5. “Rendezvous helps us manage our external spaces such as parking and a decking area where functions can be held”
6. Extensive reporting facilities give CEME and end-to-end view of how space is being used.

How will Rendezvous grow revenue?

“Rendezvous V5 from NFS will generate revenue from external sources and agents, but it’s also an add-on for our existing clients who at the moment have to phone us to book space.

“They will now be able to go online themselves and book the space, which will go live after verification by ourselves.” - Eamonn Cole. CEME

Streamlining the database, settings and rates

When migrating, CEME cleared out its old database and made sure all contacts are up to date.

Rendezvous V5’s CRM captures information so CEME knows clients’ preferences better, and staff can respond to better sales leads.

“We used to have 47 different room settings – now we have just eight,” said Eamonn.

“We offer different rates for private, corporate and public sector. We had literally thousands of rates, which were near-impossible to manage.

“Now, the processing system is reflected in the set-up of the system. When you deal with a public sector client, a public sector rate is automatically offered.”

Why CEME users love it

“The navigation is particularly user-friendly – you can put in a booking in three or four minutes, and create a sales lead in just three clicks,” – Tia Zenkeviciute, conference centres new sales and marketing manager.

