Creating Opportunity Amidst Traditional Group Billing Chaos

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Billing a Group Doesn't Have to be a Hassle

Traditionally, the billing of non-leisure hotel business is complicated, cumbersome, and time-consuming.

Managing multiple spreadsheets & source systems to account for consumption across hotel room nights, banquet catering services, & outlet purchases for even one piece of group business could result in significant risk.

Automated data integration into one system gives hotels comprehensive reporting to centralize group business financial components – from initial sale to final invoice.

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3 Components of Group Contact

Contract Arrangement → *Groups typically must meet certain payment obligations prior to arrival based on contracted spend.*

Pre-Arrival Estimate Planning → *Changes in group commitment presents roadblocks to proper planning, challenges surface when tracking through various manual processes & spreadsheets.*

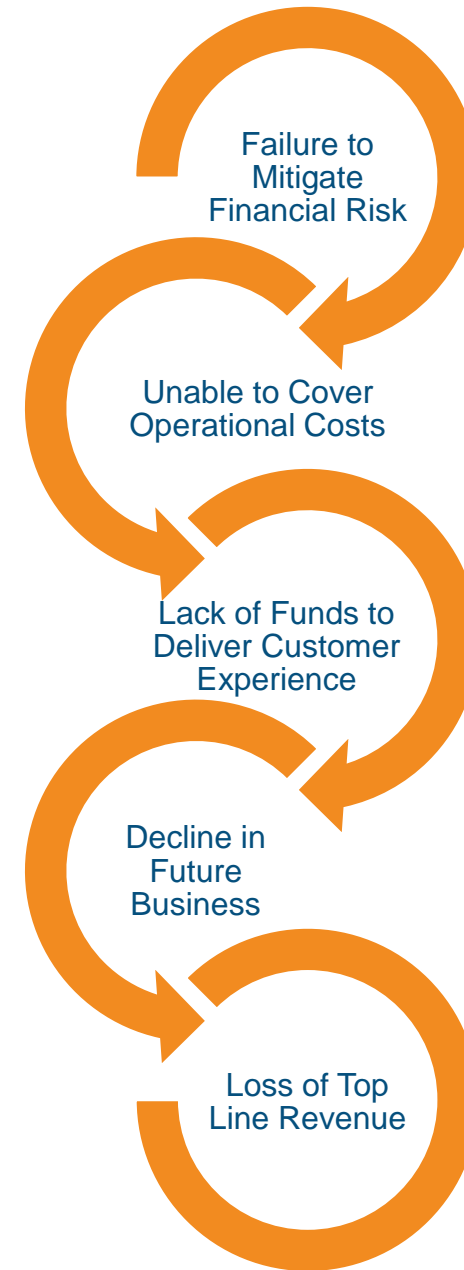**Accounting Actualized Consumption** → *Accurate invoicing & billing requires a consolidation of all consumed services vs. received & planned payment*

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Group Business: Powerful Asset, Fragile Asset

One of hospitality's most genius evolutions, group business is an extremely lucrative asset that can quickly become a detrimental liability if mismanaged.

1 Mismanaged Group Contracts & Contract Details

2 Limited Reliable or Completely Unreliable Forecasting

3 Over or Under-Extended Individual & Group Credit

4 Continuous Growth of Outstanding Balances

5 Inability to Reconcile Received Payments with Planned Payments

6 Unforeseen Changes to Planned Revenues that Significantly Alter Profit Margin

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Manual Group Billing Creates a Cycle of Chaos

Failure to Mitigate Financial Risk

Unable to Cover Operational Costs

Lack of Funds to Deliver Customer Experience

Decline in Future Business

Loss of Top Line Revenue

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Adding Automation Adds Value to Spend

Incorporating automation into the traditional group billing process ultimately provides more adaptability to the fluctuations in customer spending.

How much one piece of group business (non-transient/leisure) is **contracted to** spend

How much that one piece of group business **will probably** spend

How will that customer **pay for** the final spend incurred

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Group Billing
Case Study

The Billing Environment:
A Profile

- Upper Upscale/Luxury Hotel Brand

- Consolidated Billing Service Team

- Domestic & International Brand Presence

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The Manual Group Contract Management

- Volume of systems not integrated/interfaced into one platform, scattered data storage
  - Required manual data extracts to compare & confirm data integrity
- Manual data confirmation often resulted in missed consumption estimates & risk of financial loss due to over or under-consumed group business
- When confronted with actualized risk, Customer Teams & Operations Teams alike sent into chaos to cover the performance in funds
  - Detrimental to client satisfaction and operations stability

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Leveraging Automation to Bill Group Contract

- One application for data from all source systems allows complete transparency & visibility into the planned performance of a group
  - Even as changes are made up to & after arrival
- Operations & Billing teams communicate uncovered balances before group arrival to
  - Mitigate financial loss
  - Set up post-departure collections for timely closure
- Brand divisions align on expected consumption to cover all areas of the brand's operations - from front of house to back of house – on a single platform

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