groupize

Scion Case Study

scion

The Scion Group is one of North America's leading owners, operators, and advisors of student housing, with offices in Chicago, Irvine, Dallas, and Toronto. Today, Scion owns and operates nearly 54,000 beds at 80 communities, serving 54 major university campus markets across 27 states.

CHALLENGE

The Scion Group has many instances of group travel annually that require strategic hotel sourcing but their annual meeting near their Chicago headquarters has been the most challenging, time consuming and expensive to manage, as it includes invitations to over 400 people, airfare for up to 300 people and a hotel room block of 200.

OBJECTIVE

To find a solution that could be configured and implemented to meet The Scion Groups' requirement of sending invitations to their "Scion Experience Summit" the next morning. The ideal technology would be accessible immediately and provide the functionality to invite and manage attendees and their travel associated with the event.

While not every attendee required an airline ticket or a hotel room, The Scion Group preferred a tool that the attendee could book their air travel in a 'self-serve' environment within their corporate travel and expense tool, SAP Concur. The airline booking within SAP Concur would ensure that the travel policy for the company was met and that the attendee would book their own flights, relieving that duty from the event team. An added feature would be the ability to monitor that attendees had booked their flights with at least 14 days lead time and if not, trigger a reminder to do so, driving hard dollar savings.

SOLUTION

Groupize Registration integrated with SAP Concur.   The SaaS software allows users immediate access to the technology and easy configuration for brand guidelines and SAP Concur integration for profiled travelers in two clicks. The Vice President of Administration for The Scion Group had known that Groupize offered strategic sourcing in the platform, but the workload associated with managing an annual event was daunting and expensive, providing a great reason to immediately implement the technology.

The Vice President of Administration was provided access to Groupize late afternoon on a Monday and scheduled an orientation session for functionality and set up for the following morning at 10 am. Within the 18 hours between access to the system and the training session, she had successfully connected to her instance of SAP Concur and created a professional and attractive registration site that conveyed all of the key information to their attendees. The orientation call was used to answer questions and reviewing sending invitations. Within 72 hours of access to the system, by Thursday morning, invitations had been sent and the first registrations were received.

As the event planners were key administrative staff, managing the event logistics was a task on top of their normal responsibilities and created extra work; so anything to automate aspects of the event and minimize their work was appreciated by the event planning team. In addition, the attendees had a better registration experience. All of the information about the event, including FAQ's, travel policy and agenda, was at their fingertips and the registration flow allowed the attendee to confirm their attendance, claim a hotel room and book their airfare in less than 10 minutes. As their travel details for both hotel and air were in their SAP Concur profile, they had real-time confidence that their plans were confirmed. Furthermore, during the event attendees could access the same site they registered on access information such as the agenda.

RESULTS

The Scion Group ensured that 99.5% of the airfare for attendees was booked at least 14 days prior, delivering an airfare savings of 18 to 22%. Moreso, Groupize estimates a savings of $7,600 on full-service air fees and 34.5 hours of staff work. In addition, by using a technology that does not charge attendee fees, The Scion Group avoided a cost of at least $4,500 on attendee fees if they had selected a technology that charges attendee fees.

With the Groupize subscription, The Scion Group can become even more effective by starting their next event with the strategic sourcing module and drive hotel savings as well.

SAVINGS

18/22%

Airfare Savings

34.5

Hours of Staff Work

Why Registration + SAP Concur Integration worked for The Scion Group:

- ⌀ SaaS technology that could be deployed overnight with integration to SAP Concur

- ⌀ SaaS technology that does not require extensive training for the event planners

- ⌀ Ability to create a custom branded registration site for the event featuring air travel guidelines, agenda, location information, FAQ and a downloadable copy of their travel policy. Option to send branded invitations to potential attendees or direct them to the registration site link.

- ⌀ Attendees booking their air in SAP Concur was less expensive than full-service air fees and provided a more seamless experience for the attendee with real-time confirmations.

- ⌀ Affordable technology providing an impressive ROI with savings on airfare costs and attendee fees, as well as time for the event planning team.

- ⌀ Exportable logistic reports for attendees, room block and air manifest to assist the event planners.

- ⌀ SaaS technology with 8 other modules that will allow The Scion Group to manage more events annually with no additional costs.