

Gleneagles Selects Newmarket's Delphi Sales Advantage

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Scotland's premier resort enlists the Delphi sales and catering solution from Newmarket to assist in streamlining operations

Newmarket International, Inc., the leader in sales and catering solutions for the hospitality technology industry, today announced that The Gleneagles(R) Hotel, the world-renowned luxury resort in Perthshire, Scotland, selected its Sales Advantage suite of group business solutions. The Sales Advantage will automate Gleneagles' group, corporate and event management business processes, from the management of leads and responding to request-for-proposals (RFPs) to room diagramming and the execution of meetings and events. Gleneagles selected Newmarket's technology as part of an upgrade plan to improve procedures across its business.

'We turned to Newmarket because of its complete suite of sales and catering offerings. We want all our business data to be integrated and reside in the same central place so we can streamline our processes and get a holistic view of our customers and operations,' said Brett Davidge, Project Manager at Gleneagles. 'At Gleneagles, we pride ourselves at being at the cutting edge of customer service.'

The Sales Advantage suite consists of several products including, Delphi(R), the leading sales and catering solution, and Diagrams, an application which will allow Gleneagles to easily generate customised floor plans and setups. A key differentiator for Gleneagles will be the ability to provide dynamic, multi-media proposals with eProposal(TM), and respond instantly to customer requests via MeetingBrokerSM, the online lead management tool. With a premier clientele and high-profile events such as the Ryder Cup, Gleneagles is known for its exquisite property and flawless service. By selecting the Sales Advantage, the resort will be able to further automate and perfect their services.

Added Brett Davidge from Gleneagles, 'Another goal for us is to nurture new business from the prospecting stage through the booking of the business. With MeetingBroker, we aim to respond to leads faster, while improving our understanding and analysis of what channels are bringing us the best results. We constantly want to measure our process and procedures and improve upon them.'

'Not only is Gleneagles one of the most prestigious and well-known leisure resorts in the world, it is also a leading meeting venue. We are honoured that they chose the full Delphi Sales Advantage suite to further extend their impressive groups and meetings capabilities,' said Steve Lambert, Managing Director International, Newmarket International, Inc.

About Newmarket International

Newmarket International, Inc. (www.newmarketinc.com) is the leader in delivering sales, group catering and event software solutions to the global hospitality and entertainment industries. Newmarket International's suite of business solutions can be found in hotels, casinos, restaurants, visitor bureaus, stadiums, meeting arenas and convention centers throughout the world. Newmarket International has over 70,000 users worldwide, with over 9,500 installations in over 110 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in Barcelona, Cologne (Germany), London, Shanghai, Singapore and Sydney.

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