

# Clicktools helps Carlson Hotels save time and increase efficiency by automating a complex rate negotiation process

A photograph of the Radisson Blu Hotel in Rome at night, showing a modern glass facade illuminated with colorful lights in shades of blue, green, and purple.

Radisson Blu Hotel, Rome

Carlson Hotels works closely with travel buyers from major corporations to gain inclusion of their hotels into the companies' corporate travel programs. In order to get additional hotels into these programs, the sales team must provide these travel buyers with local market intelligence and an advantageous business case that provides the buyer a solid reason to include the hotel in their annual request for proposal (RFP) process.

*"Clicktools has helped bring some of our manual processes into 'the cloud', saving us both time and money. We couldn't be happier!..."*

Danelle Lockwood, Sales Business Analyst, Carlson Hotels

## The Story

Prior to using Clicktools, the process involved the hotels completing a Word document, printing it and then faxing it to the sales team. The data was manually entered into an Excel spreadsheet which was then uploaded into Salesforce to start the approval process. If the information provided by the hotel was not sufficient, incorrect or incomplete, the form was rejected and the hotel would begin the process all over again. Forms were faxed back and forth until all needed information was captured.

By utilizing Clicktools, the sales team is able to simply provide the hotels a link to an online form. Once the form is completed, the information is integrated into Salesforce and through workflow triggers, the person responsible for approving the form is notified that the form is ready to be reviewed and approved or declined. When approved, the form is stored in Salesforce for the Sales team's use when they prepare to meet with their client prior to the RFP being released. If the form is rejected, the hotel receives a notification back and can correct and resubmit once again for consideration.

Danelle Lockwood, Sales Business Analyst at Carlson Hotels, stated "We originally purchased Clicktools just to solve a seasonal, single business process need. Now Clicktools has become the tool we use to automate multiple processes every day, all year long."

Danelle and the team at Carlson Hotels were also impressed with the level of service they received. "The Clicktools team is fantastic. We've recently had them do some custom work for us, expanding our use of the Clicktools product. They were open to working with us to obtain the results we required and the project was perfectly executed. We couldn't be happier!"

## Client:

Carlson Hotels

## Clicktools Primary Use:

- Forms for hotels to request participation in corporate travel programs

## Challenge:

- Automate a complex submission and approval process

## Main Wins:

- Automated approval process
- Eliminated time spent faxing forms
- Integrated real-time information into Salesforce

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