



Case Study | SendSites + Visit Switzerland

Swiss collaboration harnesses the **power of SendSites** for endless possibilities

Switzerland is renowned for its status as a confederation and so it's unsurprising that — when it came to finding a more efficient way of creating client proposals — Switzerland Convention & Incentive Bureau (CIB) collaborated with regional convention partners and key venues across the country in order to find a perfect solution. From Zurich, St. Gallen and Basel in the north, Davos in the east and Lausanne and Montreux in the west, proposals manually cobbled together in an inefficient, labour-intensive process — one in which the outcome was often uncertain — was par for the course.

CHALLENGE

The challenge was to offer the respective convention bureaus of Basel Tourismus, Destination Davos Klosters, Montreux-Vevey Tourisme, St.Gallen-Bodensee Tourism, SwissTech Convention Center, and Zurich Convention Bureau a solution that took the pain out of creating request for proposals (RFPs). Prior to Simpleview, these bureaus had been creating proposals using Word or PowerPoint files that were then converted into bulky PDF files, distributed and — depending on the size of the file — hopefully received. This process was not only lengthy and awkward, but did not allow the bureaus to personalise or track their proposals efficiently.

GOAL

From the point of view of these respective bureaus, **the ultimate goal was the same: to remove the manual hassle of the proposal creation process and to enable teams to create RFPs that could be customised and tracked with ease.** SendSites offered that solution.





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– CHIARA ROSSI
St.Gallen-Bodensee Tourism



These six Swiss convention bureaus independently adopted SendSites and immediately found that its in-built functionality allowed them to create the proposals they wanted in an efficient manner. First and foremost, this solution — in which proposals are sent via a single link — rendered clunky PDF files obsolete.

Featuring real-time analytics, SendSites enables these individual bureaus to track if their proposals have been received and opened. It also allows them to gain deeper insight into how clients interact with particular areas of content within a given proposal. SendSites offers each and every one of these bureaus a bird's-eye view into what content truly sparks interest among their clients. What's more, the adoption of SendSites also enabled these individual bureaus to seamlessly update and amend text, images, and information based on the immediate reaction of their clients — a feature that allows for endless personalisation and customisation of a given proposal.

From implementation to onboarding, Simpleview worked with these clients to offer comprehensive training, ensuring that all six bureaus were confident and able to harness the power of SendSites to the fullest extent.

RESULTS

For the individual bureaus, the results of adopting SendSites have been tangible and immediate. "SendSites allows us to customise the proposal to fit each customer's needs, showcasing our partners, the convention locations, and further highlights of our region in the best possible way," said Chiara Rossi, Head of St.Gallen Convention Bureau at St.Gallen-Bodensee Tourism.

For both Karin Subert Hagemann, Head of Markets & Convention Bureau at Montreux-Vevey Tourisme and Myriam Loulid, Marketing & Communication Manager at SwissTech Convention Center, the solution's in-built automation is the key to offering a neat and attractive proposal.

Vanessa Reis, Head of Convention Bureau, Zürich Tourism, is succinct when it comes to articulating how SendSites benefits her team. What does she love most about the product? "Faster proposals," Reis states.

But for Dagmar Weber, Head of Davos Congress at Destination Davos Klosters, there's no limit to the speed and ease with which proposals can be created and customised. Simply put, for Weber's team — as for users across five other bureaus in Switzerland — SendSites provides "endless possibilities" for client-facing documents.

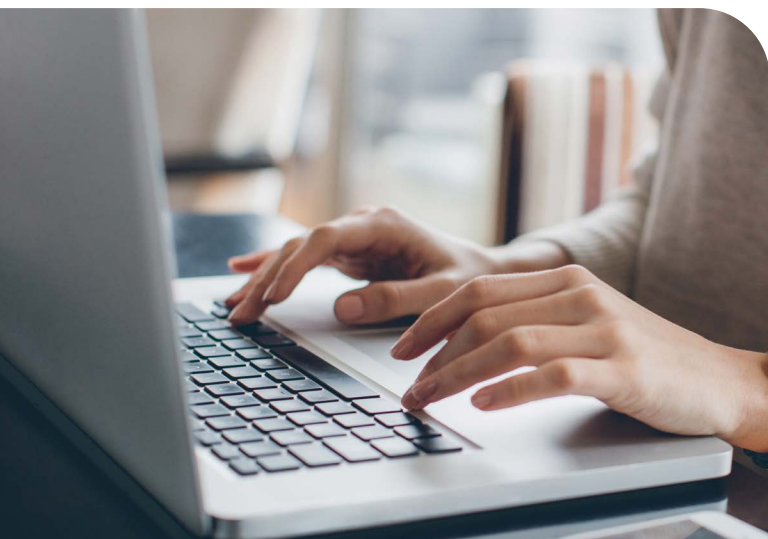
SendSites in Action

Something to be measured, valued, and cherished, time is precious. Months on from their initial adoption of the SendSites platform, two of our Swiss clients — Basel Convention Bureau and Zurich Convention Bureau — took a moment to give us their honest insight into how the solution has helped them in their day-to-day work of proposal creation and, most importantly, how SendSites has enabled them to maximise this most valuable of commodities.

"It definitely saves everyone in the team a lot of time," said Vanessa Reis, Head of Convention Bureau at Zürich Tourism.

"The great thing is now we don't think too much about if we should send a proposal, you just do it because it's so easy to send out a nice, appealing, and attractive proposal.

This is a sentiment echoed by Stefan Bonsels, Head of Convention at Basel Tourismus & Convention Bureau, who added that while SendSites has enabled his team to create a very large document very quickly, the flexibility of the platform allows users to amend and even to correct proposals easily and discreetly in real-time. This, he says, is "one of the big advantages" of SendSites.



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– VANESSA REIS

Head of Convention Bureau
at Zürich Tourism



What's more, both organisations have separately observed that — since the adoption of the platform — they have received extremely positive feedback from clients regarding the overall quality of their proposals. As Vanessa also told us, **SendSites puts the client at the heart of the proposal creation process, so that every document is "always from the perspective of a client."** Commenting on her experience as a SendSites user thus far, she added, "I think it's the future that we should send out proposals this way ... I think it's a great tool and I would definitely recommend it."



 SendSites

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