

The Sanctuary

The Sanctuary is an Australian luxury hotel chain with 20 properties spread across Australia and New Zealand. The first hotel was started in 2014, primarily to cater to luxury travelers. Over the past few years it has become increasingly popular with business travelers and local companies as well, who often hold meetings, conferences and other events in the hotel.

The Sanctuary prides itself on efficiency, customer satisfaction and building long term relationships. However, in the past 3 financial quarters, the hotel has seen a steady decline in the number of corporate bookings. The head of the Corporate Relations department, Dan Brown, has noticed the following issues which led to poor customer satisfaction: manual errors in booking causing double bookings for the same day and time, issues in communication between the hotel and corporate representatives, delay in fulfilling last minute requests made by corporate representatives, to name a few. Dan consulted the IT head at **The Sanctuary** and decided that they need to automate their workflows. The idea of “**MeetEx**” was thus born to avoid manual errors and improve efficiencies in service, leading to higher customer satisfaction, loyal customers and better profitability.

Dan saw “**MeetEx**” as a customer centric IT platform that would allow corporate customers to request, respond and connect with the hotel’s representative (Sanctuary Event planners) in real time through any web enabled device. It will provide benefits like improved coordination, improved speed to request fulfillment, enhanced speed of communication, ease of booking and rescheduling, shorter payment cycles and faster issue resolution to name a few.

In addition to providing for event planning needs, Dan wants to provide value added services like accommodation and dining requests at any of Sanctuary’s hotels, tie up with best travel agencies in town to offer customers with airport pick up/drop off facility and provide special discounts to loyal customers.

Dan and the head of IT are aware that Corporates will have a lot of strategy and sales meetings lined up in the coming months and so, they do not want to miss an opportunity to delight customers with **MeetEx**. They are aggressively looking for an IT partner to help build a high quality platform in the quickest turnaround time.

Note to customer to align features to capabilities:

Our aim is allow every campus mind to pick 1 user story and implement end to end to get an exposure to all layers UI, Business layer, service layer and DB.

Please ensure the following are addressed in the features they implement:

- Ensure CRUD (Create-Retrieve-Update-Delete) operations are covered as a basic minimum.
- Admin and end user operations to be considered throughout.
- Login
- Search
- Personalization
- Time box 1 could be more on MVP and Time box 2 on personalization.