

# Optimizing Sales ROI From Meetings At Events

## What is it?

Zakcalendar scheduler is an industry leading meeting space management app. It empowers event planners/coordinators to seamlessly manage and schedule meeting spaces based on pre-defined business rules, which helps generate new revenue streams.

This fully-featured Salesforce1 app is thoughtfully designed and developed to add comfort to the life of the event management team. It provides conflict-free space booking management, handles customer requirements in meeting rooms, and collects feedback post meetings.

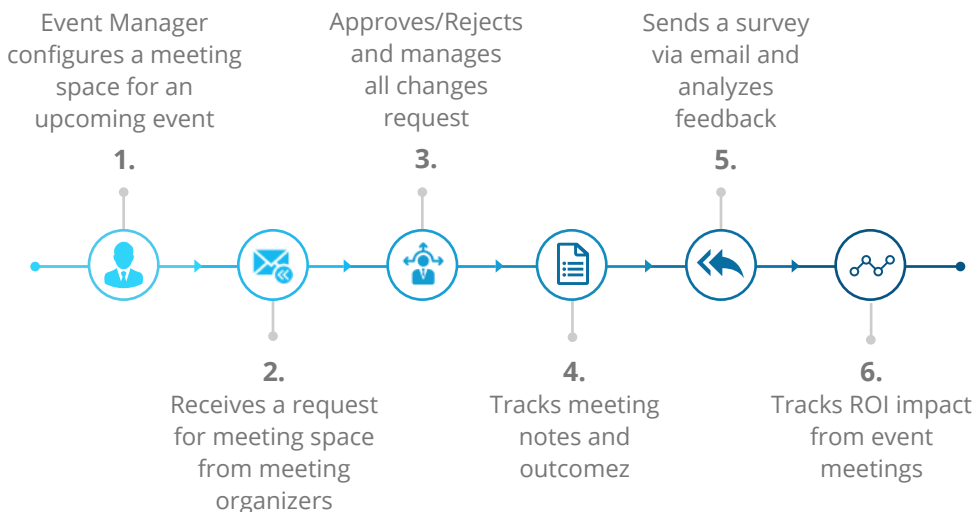


Using this highly integrated, flexible, and customizable app, you can easily plan and manage the whole nine yards of meeting space management from anywhere, anytime, and any device.

## Easily overcome all meeting management challenges at events by:

- Reducing wasted time and efforts
- Managing no shows ups
- Optimizing the utilization of meeting spaces
- Giving superior experience for employees and customers

## How it works?

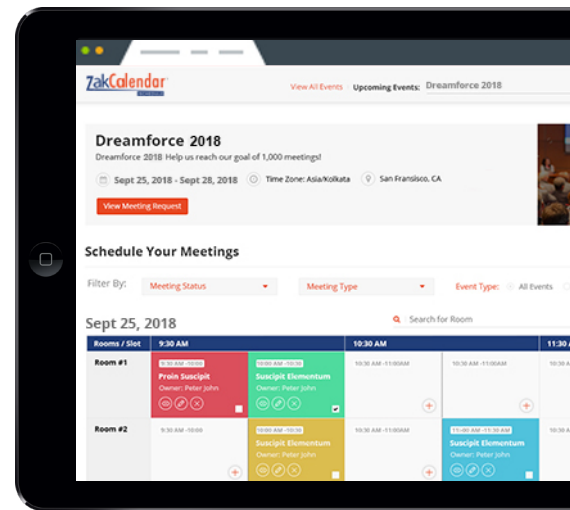


## Why Zakcalendar Scheduler?

- Break free from manual scheduling & managing of meeting rooms at events
- Have a transparent view of meeting room utilization
- View, allocate, track and make last minute booking changes on the go
- Monitor and improve meeting rooms' usage
- Send automatic reminders and notifications to avoid no-shows
- Easily integrate with other systems like visitor management, Outlook etc.
- Conduct surveys and collect feedback post meetings
- Improve overall ROI from events

## Features

- **Configure Meeting Space for Events:** Quickly create an event and list down all meeting rooms available right from Salesforce1 or your Salesforce sales instance.
- **Book a Space:** Easily book any meeting space after receiving a filled-out meeting request form from the requester. You can also customize the form according to your requirements.
- **Manage Meetings:** Instantly create, view, edit, or cancel meetings, and as an admin, approve/reject requests for meetings.
- **Manage Room Amenities:** Deliver quality meeting experience by quickly providing all basic and on-demand amenities.
- **Track Meetings:** Keep track of all the upcoming meetings and stay on top of your schedule.
- **Reminders & Notifications:** Send automatic reminders and notifications to attendees to minimize no-show incidents.
- **Colour-Coded Calendar:** Use different Colour schema for Booked, Available and Blocked rooms provide clear visibility to the meeting space status.
- **Survey Forms:** Post meetings, collect feedback from attendees and make your next event better.
- **Outlook Integration:** Synchronize ZakCalendar Scheduler with Microsoft Outlook to bring all scheduled meetings at one place.
- **Anticipate ROI:** Track meeting performance by correctly identifying anticipated revenue and role in lead generation and nurturing.
- **Analytics:** Get a set of handy key metrics to measure room usage, identify meeting bottlenecks, see usage reports etc.
- **Highly Configurable & Customizable:** Get a 100% tailor-made solution suitable to your unique business requirements.
- **Round the Clock Support:** Have a highly dedicated and experienced team of Salesforce developers always at your disposal making ZakCalendar scheduler a quality usage experience.



## About Grazitti Interactive

Grazitti Interactive™ is a digital innovation company that leverages social, mobile, analytics, and cloud technologies to provide robust and agile solutions. Our expertise and custom products like ZakCalendar, Search Unify etc. help companies boost ROI, achieve higher customer satisfaction and reduce support costs.

To know anything about Salesforce Service Cloud™, online communities, our custom products, or any other Salesforce implementations, reach out to us at [info@grazitti.com](mailto:info@grazitti.com) and our experts will get back to you shortly.