AMADEUS | Silverstone

Silverstone drives year-on-year growth by seamlessly integrating Amadeus' Delphi® solution into all facets of operations

By leveraging automation and robust sales management tools, Silverstone has utilized Delphi® to empower sales teams to exceed performance targets and meet customer expectations with great success.

> "We are quarter-on-quarter, year-on-year, 100% up on revenue, which is amazing for the venue and amazing for the team. Delphi has helped hugely with that visibility of reporting."
>
> **Hayley Smith,** Head of Sales

About Silverstone

Nestled in the heart of England, Silverstone is home to British Motorsport and host to the Formula 1 British Grand Prix and MotoGP, Ferrari Challenge, and various festivals. The surging popularity of Formula 1, further fuelled by the success of a Formula 1-dedicated TV series, has transformed Silverstone from a mere racing circuit to a diverse year-round destination that caters to both leisure and business visitors. Silverstone is continuing its expansion by providing unmatched on- and off-track experiences, including the addition of Escapade Silverstone, a contemporary trackside hotel and restaurant.

Challenge

As a growing business, Silverstone had rapidly outgrown its manual legacy system.

Silverstone's challenge was to establish a scalable, comprehensive sales and event management system that would facilitate a digital transformation of their operations. This framework would need to empower its teams and enhance operational efficiency by enabling the management of the business's complexities The ultimate goal for this new framework would be to support Silverstone's overall growth opportunities.

Strategy & Recommendations

For decades, Delphi has set the industry standard in sales & catering by streamlining sales and event processes from lead to execution. Built on the industry-leading Salesforce CRM, Delphi offers tailored experiences that enable the sales of events and the agile management of complex venues like Silverstone, allowing for:

- **Digitized operations** for continued

business visibility and access to task assignments when on-the-go

- **Increased efficiency** through the improved accuracy of bookings and reduced number of manual tasks within automated workflows and proposal templates
- **Accelerated response times** for superior service delivery and client satisfaction
- **Time savings**, allowing for the prioritization of essential, in-person interactions
- **Connected teams**, ensuring real-time, cross-collaborative planning to optimize performance and execution
- **Data-driven planning and decision-making**, based on automated, personalized reporting to better understand business insights and trends and facilitate more accurate forecasting and budgeting

" We spoke to industry counterparts. We know Delphi is a global leader within the industry and we felt that it is exactly what we were looking for. For me personally, it was the robust reporting that made the difference. "

Hayley Smith, Head of Sales

Results

Silverstone aimed to digitize its operations with Delphi in hopes of creating team synergy and expanding new sales opportunities by:

- Facilitating the smooth execution of events by improving cross-departmental communication and collaboration

- Elevating customer experiences by decreasing response times, eliminating manual bottlenecks for increased booking accuracy, and creating both cross- and up-sell opportunities

- Unlocking timely and broader business insights for strategic planning and enhanced operational preparedness

" The implementation and the flexibility were incredible from Amadeus. It was a very consultative, collaborative approach. We were transparent from the beginning that the solution needed to meet our complex business needs and be more tailored to our business and the issues that we had."

Nicola Black, Senior Sales Manager

Strategy: **Drive Efficiency and Client Satisfaction**

Silverstone's first strategy was to drive efficiency and client satisfaction by optimizing team communication and collaboration. Silverstone's vast grounds – over 600 acres with 12,500 sq. meters dedicated to meeting and events space – along with the number of multi-disciplinary teams involved in delivering exceptional meeting experiences required flawless interaction and teamwork.

Through Delphi's capabilities, Silverstone experiences:

- **Improved communication.** By documenting and tracking interactions, Delphi ensures that all teams stay informed, with updates easily shared within a fast-paced environment.

- **Elevated client satisfaction.** Delphi increases the transparency of schedule availability, allowing for more efficient client interactions and quicker response times.

- **Empowered teams.** The platform facilitates real-time booking management, which allows full visibility of calendar activity and accurate event planning.

- **Boosted efficiency.** Delphi streamlines the creation of proposals and contracts and expedites customer e-signatures by eliminating manual errors and time-consuming signature follow-up.

> "Response times previously were averaging around 8-9 hours per enquiry, mainly due to the complexity of the venue and that collaborative piece. However, since we've had Delphi, we are qualifying responses within 4 hours, which is the industry target we were aiming for."
>
> **Hayley Smith,** Head of Sales

Strategy: **Enhance Sales and Up-selling**

Silverstone's second strategy was to enhance sales and up-selling through customized, automated reporting to ramp up business growth.

By utilizing Delphi's powerful features and extensive reporting capabilities, Silverstone has been able to access untapped up-selling opportunities, increase conversions, and pave the way for data-driven planning by:

- **Streamlining client communication.** Whether on- or off-site, Delphi's mobile accessibility ensures rapid lead qualification and responsiveness, facilitating opportunities for up-selling.

- **Enhanced relationship development.** A centralized, Cloud-based database simplifies record keeping and activity tracking with reminders for follow-ups, contract pursuits and event planning.

- **Group performance insights.** Portfolio and productivity tracking provides insights into profitability, fine-tuning team activity assignments, and improved organizational accountability.

- **Analysis based on both historical and future data.** Data-driven analysis of past and future data allows for the identification of trends, better management of ROI, enhanced strategic forecasting and budgeting to better support management and teams.
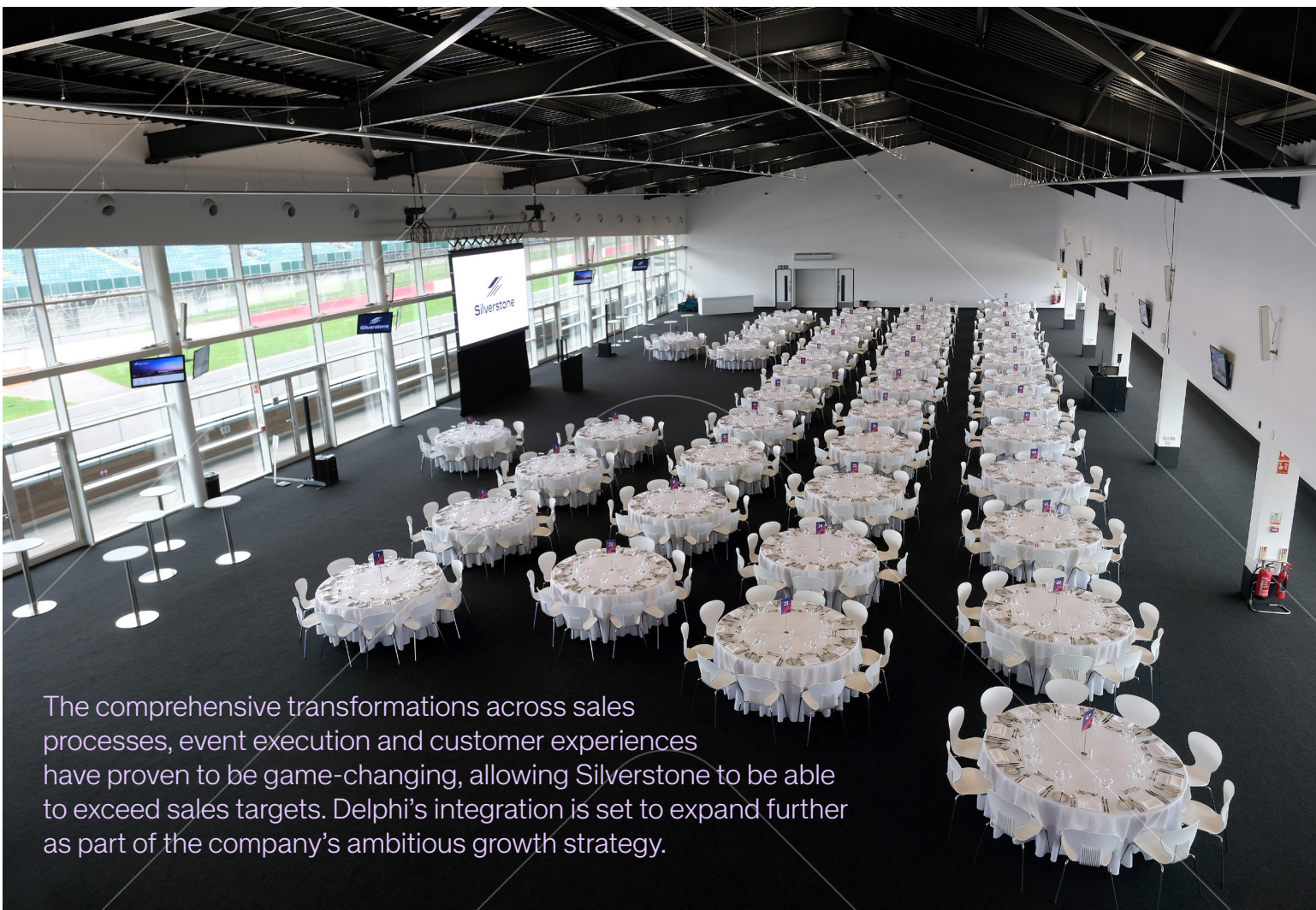
The comprehensive transformations across sales processes, event execution and customer experiences have proven to be game-changing, allowing Silverstone to be able to exceed sales targets. Delphi's integration is set to expand further as part of the company's ambitious growth strategy.

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Discover how Delphi can transform your operations with Amadeus Sales & Catering solutions

"Delphi has enabled us to be more proactive with our selling approach. Before we had the hotel here and Escapade, we really needed to maximize efforts and resources; this was a huge educational tool within the team. Delphi now enables us to do that by allowing us to check live availability and make instant bookings during on-site and remote client meetings. The visibility and forward-thinking reporting year on year have been pivotal and made a huge difference for us."

Hayley Smith,
Head of Sales,
Silverstone Circuits Ltd.

"Amadeus is definitely one of the most engaging suppliers I have worked with in nearly 20 years of implementing systems into organizations, across many industries. It feels like a true partnership rather than a regular supplier and customer relationship."

Adam Clark,
Business Systems Manager,
Silverstone Circuits Ltd.

For further information, visit
Amadeus-hospitality.com/sales-catering-software/delphi/
or speak to an Amadeus representative today.

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