

Using G3 RMS in Revenue Management Meetings

About this Guide

Want to save time and avoid preparing multiple reports for your revenue management meeting? Use G3 RMS instead of building reports manually! In the meeting, focus on the following:

- Ensure that G3 RMS performs optimally. Review key changes since the last meeting with your entire team so that G3 RMS knows what you know and vice versa.
- Expand your influence in the team. Position yourself as the G3 RMS expert and its chief evangelist, instead of only running and analyzing reports. Promote its strategic use to drive revenue, instead of tactical questioning of decisions and forecasts.

Here's a checklist to help you prepare for the meeting.

Preparation Checklist

FOCUS ON SPECIFIC DATES

Select a few dates with important decision changes, instead of reviewing every day. Focus on decision changes, not pace or occupancy changes. That helps limit the analysis time and focuses on G3 RMS' key role as a decision system.

- During your daily review of Notifications, note down dates that you question. In the meeting, ask for input on those dates.
- Daily changes might resolve themselves or might be incremental and small. To look at decision changes since the last meeting, schedule a [Pick Up/Change report](#) (Change version) for before the meeting. Use your main booking window (for example 90 days) as the analysis period. Use the date of the last meeting as the Activity Start date.

INVESTIGATE THE DATES

Bring your results to the meeting and ask your team if they know something the system doesn't, for example about a Special Event. For your research, use [Pricing Investigator](#), [Forecast Investigator](#), and the [Performance Comparison](#) and the [Decision Pace](#) reports.

PROJECT THE BUSINESS ANALYSIS DASHBOARD ON A SCREEN

Use it to review the dates that you want to discuss. To review decisions for Room Classes other than the Master Class, use [Inventory Groups](#).

USE G3 RMS WISELY TO SUPPORT YOUR RECOMMENDATIONS.

- Consider the system knowledge and the strengths of your team. For example, before you review anything at the Forecast Group level, does everyone understand their purpose and meaning? Otherwise, a review at this level confuses instead of helps. Consider training them first.
- For many, viewing data in tables, reports, and dashboards is not the best way to understand an issue. Focus on "telling the story" instead of showing all data. If the Business Analysis dashboard confuses your team, start with At a Glance.
- Save time and use dashboards and reports instead of creating Excel documents. Not finding the needed data in G3 RMS? Post your suggestions in [IDeaShare](#) or let your IDeaS representative know.
- Load times vary based on internet speed and the amount of data to load. If load times are an issue, have other information ready to share during the meeting to avoid distraction.

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Preparation Checklist (continued)

☑ REVIEW OTHER DATA

These vary by property and the available data:


- If you review scheduling needs etc., use the [Operations report](#).
- [STR](#), [Demand 360](#), [Reputation Management](#).
- To review the success of promotions etc., use the [Rate Plan Production report](#).

☑ HANDLE OBJECTIONS

Team members might question the system's forecasts and decisions. The most frequent one we hear is "The price is too high/low!".


- In the Business Analysis dashboard, review if similar dates (same day of week, same demand) are priced similarly.
- Use the Investigator to turn the question around. Does the team have information about the inputs to the price that you need to share with G3 RMS? Is a Special Event missing? Does the team know something about demand that needs to be shared with G3 RMS? If so, is it specific? For which date and for which Forecast Group or Room Class?
- Many G3 users find that the "Additional Details" in the Investigator help the team understand.

Floor	Ceiling	Live	My Price	Historical BAR	Lowest Competitor	Median Competitor
216.00	540.00	150.20	216.00	--	114.00	134.00

 G3 RMS selected the lowest possible BAR pricing decision from the options that you configured.

Additional Details:

- The property-level Occupancy Forecast is 99%.
- This date is pacing 525% ahead of other Wednesdays from weeks preceding this date and NA behind the same time last year.
- The configured BAR prices for this Room Class range from 216.00 to 540.00 and your Competitors' prices range from 114.00 to 139.00.
- For this Room Class, the Available Capacity to Sell is 34 rooms.
- For this Room Class, the remaining demand for market segments attributed as Unqualified or Qualified, Linked to BAR and Yieldable is 8 rooms.
- For this Room Class, the remaining demand for all other market segments is 33 rooms.
- There is sufficient total demand to fill this Room Class. [See more details.](#)



- Review demand details and the competitor pricing.
- Run a What If to show the impact of the override.
- If your team struggles with how to best work with G3 RMS to maximize revenues, watch the [Revenue Optimization Cycle video](#).