



Frequently Asked Questions

How is GroupMetrix different from other market reports and Group Sales Shopping?

GroupMetrix is a service that provides forward looking information on competitive group and meeting rates, not historical rate and occupancy or sales manager performance.

How are GroupMetrix Rates Shops conducted?

GroupMetrix client properties identify the properties in their competitive set for which they would like to obtain group and meeting rate information. The properties selected are shopped by a GroupMetrix shopper posing as a real customer inquiring about rates and information regarding a group booking. Each shopper uses an "elaborate Identity" and mimics the behaviour of a real customer, asking and answering questions and obtaining the rates.

What is an "Elaborate Identity?"

The foundation of competition shopping is believability. The sales manager at the property being shopped must believe that the inquiry is from a real customer; otherwise they may not respond or worse, respond with misleading information. GroupMetrix shoppers employ unique shopping identities and profiles which include:

- *A name and title plus a realistic company name, supported by*
- *A professional looking, fully functional website for the company making the inquiry*
- *Call-back telephone numbers that match the website contact information*
- *CallerID display that matches the call-back number being provided*
- *Legitimate email addresses using the domain of the shopping company website (Not fake sounding Gmail or Hotmail accounts)*
- *Live call-back answering and personalized voice-mail for messages*

What rates are obtained?

GroupMetrix CompSet Group Rate Reports include all the rate components that factor into a group or meeting quotation:

- *room rates and inclusions,*
- *in-room internet,*
- *catering (breakfast, breaks, luncheon and dinners),*
- *meeting room rates, (per person rates if applicable)*
- *AV rates, (LCD, Screen, audio equipment*
- *meeting room internet rates,*
- *minimum F&B guarantees,*
- *comp rooms, upgrades and master bill discounts*

How does the "rate-resistant" process work?

After the rates have been obtained from a property, they are contacted again by the GroupMetrix shopper who asks for a better rate. This is made possible by the highly believable shopping identities and a sophisticated system developed by GroupMetrix to keep track of contacts and follow ups.

This provides valuable insight into the true pricing being offered plus important information on how a property is responding to rate-resistance; Are they lowering room rates or meeting rates? Are they adding upgrades or comp rooms? Are they qualifying the caller prior to offering lower rates or are they just dropping rate in a desperate manner?



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How often are the GroupMetrix Rate Shops conducted?

Each competitor is shopped two times per month.

How many competitors can be selected in a competitive set?

You may choose as many as you like.

Can I modify my competitive set?

Yes, if a new competitor enters the market, you may add them at any time. You can also add or remove competitive set members without charge once per quarter.

What is the cost of the program?

The cost for the service is \$129USD per month which includes 2 rate shops per month on each of 4 competitors, for a total of 8 rate shops. Each rate shop is price challenged, creating an additional set of 8 rates for a total of 16 sets of rates.

At a total cost of \$129 per month, that is only \$8 for each set of rates.

[Online Presentation](#)

[Sample Report](#)

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