



How to Improve our Digital Customer Journey



Presentation Outline

Topics to Discuss

Digital Disruptions

- Change in Consumer Behavior

- New Actors on the Market

- The Goals to Be Reached

- Our Typical Customer Journey

- Meet our 3 Personas & their customer journey maps

Leveraging online content

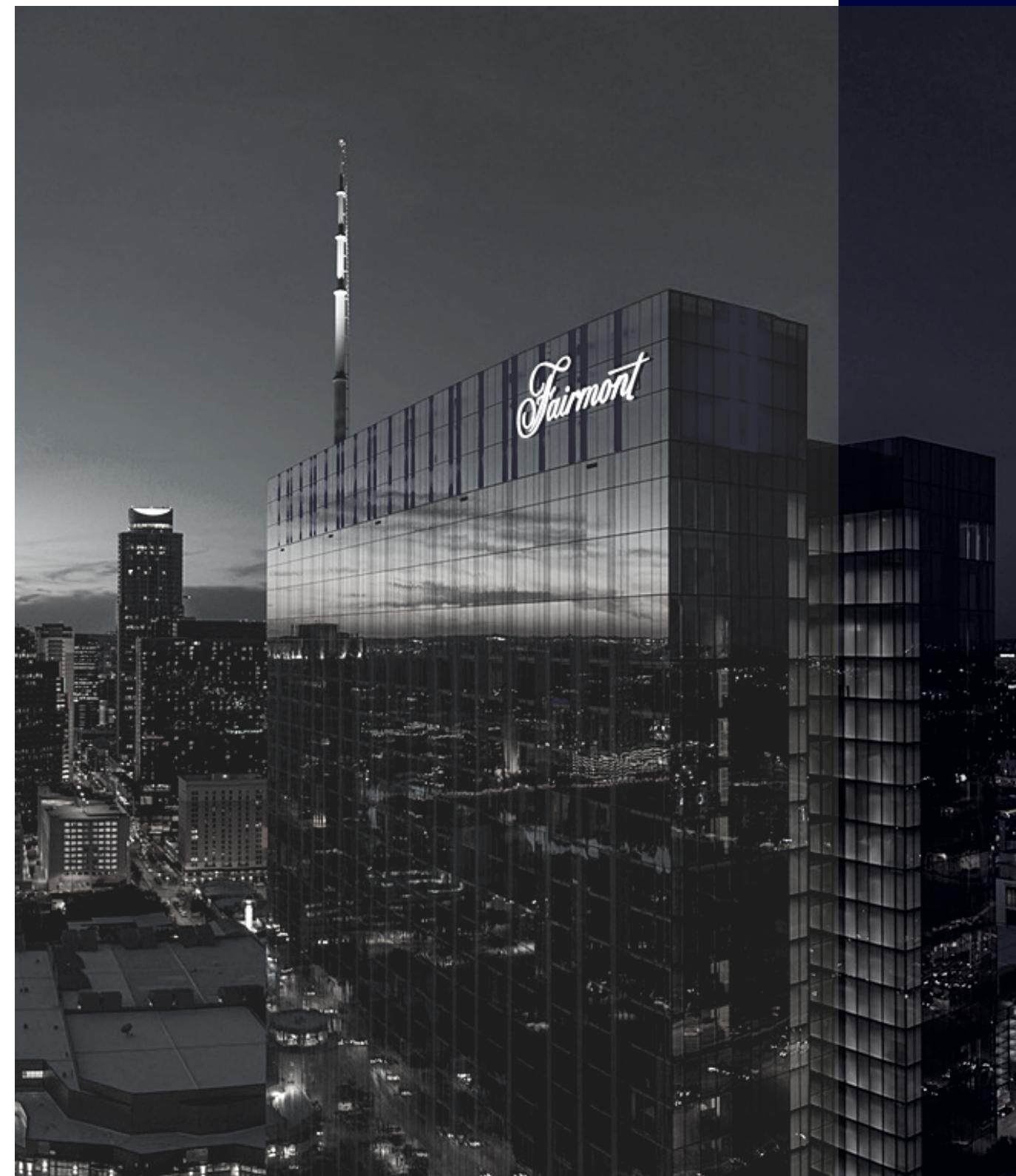
- Pre-Experience | Experience | Post-Experience

- At each step of the customer journey

Becoming a Content-Driven Company

- Social Media Listening

- Building a Digital Culture



The Digital Revolution Creates an Industry Mutation.



How Digital Disruptions Affect Our Business

There are new technological solutions bringing new challenges

1. Change in Consumer Behavior

- Travelers can connect with others & share their experience
- Increase of internet-savvy customers => less handholding, speedier responses
- Mobile devices are ubiquitous => Need of real-time feedback

2. Increasing number of actors on the market

Customers are empowered to tell more, complain more, switch more and expect more



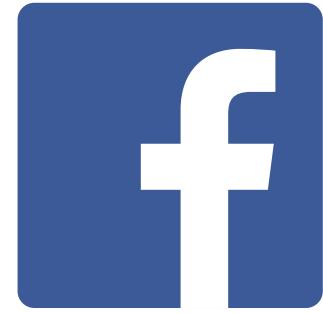
Rise of Online Content

INCREASED INFORMATION EXCHANGE | PUTTING ONLINE CONTENT & WEB TRAFFIC ON AN EXPLOSIVE GROWTH PATH

- Between 2008 & 2015 - Number of smartphones increased from 2.5M to more than 2B



Every minute online



2.5M PIECES OF CONTENT



300,000 TWEETS



220,000 PHOTOS



72 HOURS OF VIDEO
CONTENT



Change in Consumer Behavior

INCREASED INFORMATION EXCHANGE THROUGH SOCIAL MEDIAS

- Creation of interest groups into online social networks
 - Constant research for efficiency
 - Different roles in these groups: experts, observers, admirers & testifiers
- Shift of power from institutional trust to peer trust

Measured with **e-reputation**



VIDEOS & IMAGES HELP TO SPREAD AWARENESS ABOUT THE BRAND



HOW-TO VIDEOS & E-BOOKS ARE MORE PRACTICAL



REVIEWS & TESTIMONIALS HELP CUSTOMERS MAKE UP THEIR MIND ON THEIR CHOICE



Focus on the Power of Reviews

95% of customers check reviews and research about destinations and rooms.

They are more autonomous & knowledgeable

WHY PEOPLE READ REVIEWS

- To reduce the risk of getting a poor quality service
- As a form of comparision to get the best deal or experience
- To find out more about a new product by building brand awareness
- Out of loyalty to a particular social network
- To feel part of a social group

WHY PEOPLE POST REVIEWS

There are 2 main reasons

- Altruistic
 - Sincere wish to help companies improve
 - Help others avoid bad experiences
- Vengeful
 - Lead people to boycott the brand

Posters can feel part of a social group by helping them

A post = Customer (dis)satisfaction



The New Actors on the Market

OTAs

Booking.com | Agoda | Expecia

Aggregators/Metasearch Sites

Trivago | TripAdvisor | Kayak

Review Sites

We brainstorm to get the final idea.

Travel Blogs & Forums

Lonely Planet

Social Media Sites

Facebook, Twitter, Instagram

Alternative Lodging Platforms

Airbnb, HomeStay

INCREASING NUMBER OF ACTORS
DISTURBING RELATIONSHIPS BY
DRAWING NEW LINES OF BATTLE



The Typical Traveler Customer Journey

TOUCHPOINTS



DESIRE

Traveller realize the need to go on holidays

Online Displays
Social Medias
Newsletters
Search engine
OTAs
Radio, TV, Print outdoor
PR
Word of mouth



PLAN

2 things to find: the destination and the best deal for room

Website
Landing Pages
Meta Search Review
Social Medias



BOOK

Purchase decision
Easy online booking

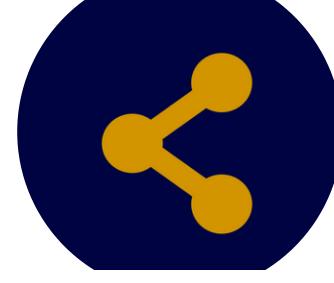
Mobile App
Website
Chatbots
Direct mail
Travel agencies
Callcenter



STAY

Divided into 4 stages: Arrival, Nutrition, Services & Leaving

Social Medias
Apps
Instant Messaging
Reception



SHARE & RETURN

Share experience
Come back later

Newsletters
Loyalty Program
Social Medias
Reviews

What We Need to Reach

IMPROVE ONLINE CONTENT

- New typology based on medium, intensity and motivations

TAKE BENEFITS FROM THE NEW ACTORS

- Attract more people on our website
- Increase brand awareness with new actors

CREATION OR CO-CREATION?

- Increase the UGC on social medias to improve the brand awareness

OMNICHANNEL CONTENT

- Particular types of content work better on specific channel

KEEP IN MIND

Travel shoppers are hopping between devices => Need to embrace omnichannel shoppers by creating fast and intuitive experiences across desktop, mobile pages and apps



Our online customer
journey strategy needs
to be **segmented**, as
are our guests.

Meet our 3 Personas



Luxury Segment

Arnaud Lecomte

48 YEARS OLD
FRENCH

SUCCESSFULL ENTREPRENEUR IN
FINTECH
BILLIONAIRE
MARRIED WITHOUT CHILDREN

TRAVEL FREQUENCY: 3 TIMES A MONTH

GOAL = FIND THE PERFECT ROOM AND
HOTEL FOR THE 20-YEAR ANNIVERSARY
WITH HIS WIFE IN AN ATLANTIC ISLAND



Midscale Segment

Marie Taylor

35 YEARS OLD
ENGLISH
CMO IN A BANK
INCOME: 150K/YEAR
MARRIED
2 CHILDREN

TRAVEL FREQUENCY: 5 TIMES A YEAR

GOAL = FIND A ROOM & HOTEL FOR A
LONG WEEKEND IN EUROPE WITH HER
HUSBAND & CHILDREN



Standard Segment

Peter Johnson

24 YEARS OLD

AMERICAN
STUDENT IN COLLEGE

SINGLE
NO CHILDREN

TRAVEL FREQUENCY: 2 TIMES A YEAR

GOAL = FIND THE PERFECT LOCATION
FOR HIS SUMMER HOLIDAYS WITH 2
FRIENDS FOR 10 DAYS



Creating Customer Journey Maps for Each Persona

Their tasks, needs & touchpoints in each stage

We need to understand our guests in order to best fit their needs



LUXURY GUESTS - ARNAUD LECOMTE



DESIRE



PLAN



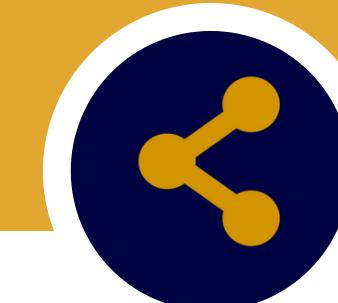
BOOKING



STAY



SHARE & RETURN



TASKS

- Recommendations from friends
- Organize 1-week holidays on Barbade Island
- Search engine to find the best location

- Online business forum
- Reads a review written by peers
- Searches for hotel on Google
- Goes to our website
- Looks at the room pictures & the services

- Book one suite room at the Fairmont Royal Palace for 1-week, all included
- Book directly on our website
- Receives an email to confirm his booking
- In the meantime, has bought plane tickets to get there

- Arrival with a taxi from airport
- Easy, fast and warm check-in
- Room well-designed
- Restaurants for breakfast, lunch & dinner
- Concierge service
- Wifi access
- Newspapers every day to stay updated
- Easy, fast and warm check-out

- Receives an personalized email from management for thanks & feedback
- Share pictures with his friends
- Will go back to an Accor hotel and expect to be recognized

NEEDS

- Find the best room at the best hotel on the Barbed island
- Find online information
- To be inspired

- Information on the corporate website
- Virtual tour of the hotel & the room
- Activities provided by the hotel

- Easy and quick booking online
- Pay with any method
- Quick confirmation by mail
- Confirmation for his taxi from the airport

- High quality of service
- Concierge service
- Instant feedback & messaging
- Room well designed
- Feel special & welcomed

- Personalization of content
- Loyalty benefits

TOUCHPOINTS

- Online displays
- Search engines
- Word of mouth
- PR

- Website
- Landing pages
- Social media
- Review sites

- Personalized confirmation email
- Mobile app
- Website

- Mobile App
- Instant messaging
- Concierge service
- Newspapers

- Mobile App
- Loyalty Program
- Professional social medias
- Review sites
- Direct email



MIDS SCALE GUESTS - MARIE TAYLOR

DESIRE



PLAN



BOOKING



STAY



SHARE & RETURN



TASKS

- Marie wants to organize her next holidays with her children
- Social medias
- Traveller blogs

- Search engine
- Social medias
- Meta search site to compare hotels prices around Lisbon
- Compare prices, activities, rooms and nutrition for both

- Decides to book 2 rooms at the Mercure Lisboa Almada
- Booking.com to make the booking
- Talked with chatbot for activities
- Go to Accor website to find a deal including activites
- Quick booking, rooms with half-board
- Insurance included
- Booked plane tickets to get there

- Shuttle from the airport
- Someone takes her suitcases
- Easy check-in
- WiFi Access
- Restaurant for breakfast & dinner
- Easy check-out

- Post pictures on social medias to share with friends
- Talk about it with friends and family when come back
- If return, expect the same experience as the first time

NEEDS

- To be inspired
- To find a nice hotel offering activites for her children in Portugal
- Find blog posts about family holidays

- Inspiring information on social medias
- Bundle with activities
- Best deal with best experience
- Videos of the hotel, the activities and the room + information about Lisbon

- Easy and quick booking online
- Pay with any method
- Quick confirmation by mail + link to mobile app
- Call from someone to explain best activities
- Shuttle service

- Reliability, quality
- Value for money
- Instant feedback & messaging
- Feel special & welcomed

- Personalization of content
- Reward program

TOUCHPOINTS

- Search engines
- Social medias
- Travel blogs

- Search engines
- Social media
- Meta Search websites

- Personalized confirmation email
- OTAs
- Mobile app
- Website
- Chatbot

- Mobile App
- Instant messaging

- Mobile App
- Social medias
- Review sites
- Direct email

STANDARD GUESTS - PETER JOHNSON



DESIRE



PLAN



BOOKING



STAY



SHARE & RETURN



TASKS

- Scrolls on Instagram through posts and images
- See a picture of someone in holidays
- Decide need to go on vacation with his friends during spring break

- Google search
- OTAs come first on the SERP
- Search by destination and dates on OTA
- Look at the good deals
- Range the results by price
- Rate, gradings
- Location on the map
- Look at the pictures of the hotel
- Look at the reviews

- On the OTA:
- Look at the nb of beds, the facilities in the room
 - No insurance
 - Breakfast included
 - Click to add to the cart
 - Book it in one click 1 room for him and will send the link to his friends so they can book too

- Arrives at the hotel
- Easy check-in
- WiFi Access
- Restaurant for breakfast
- Easy check-out

- Post pictures on social medias to share with friends
- Talk about it with friends and family when come back
- If return, expect the same experience as the first time

NEEDS

- To be inspired
- Sponsored posts and images on social medias
- Reviews through social media posts

- Reviews
- Good ratings
- Competitive value for money
- Virtual tour of the room and the hotel

- Easy and quick booking online
- Quick confirmation by mail + link to mobile app
- Emails to prepare his trip by organizing activites around the hotel

- Reliability, quality
- Competitive value for money
- Instant feedback & messaging
- Feel special & welcomed

- Personalization of content
- Reward program

TOUCHPOINTS

- Social medias
- Review sites

- OTAs
- Reviews

- Personalized confirmation email
- OTAs
- Mobile app

- Mobile App
- Instant messaging

- Mobile App
- Social medias
- Review sites
- Direct email

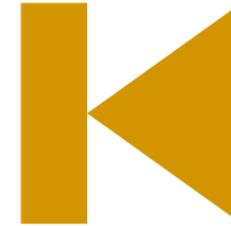
LEVERAGING ONLINE CONTENT

How to increase our brand awareness and image online by creation content strategy for each segment

Every guest needs to feel special in every step of his traveler journey

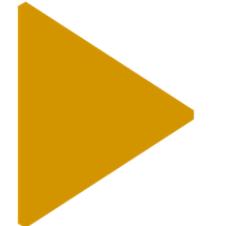


Our 3 Phases for Leveraging Online Content



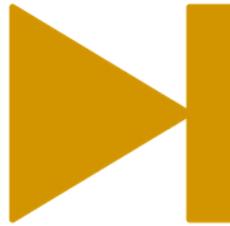
Pre-Experience

ATTRACT THE CUSTOMERS
ENGAGE THE CROWD
EDUCATE THE COMMITTED



Experience

CONVERT THE GUESTS DURING
THEIR STAY



Post-Experience

RECOGNIZE & RECALL OUR
GUESTS



ENCOURAGE & MOTIVATE OUR GUESTS TO SHARE THEIR EXPERIENCE



Online Content Before the Experience - 1/3

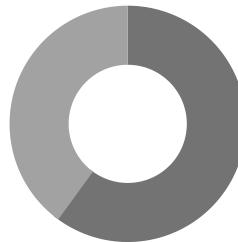


GOAL: HELP CURIOUS CUSTOMERS EXPLORE IDEAS & BE INSPIRED

- Provide content that reflects our core values and create a story customers can relate to
- Requiring as little commitment as possible from the potential customers
- No sales pressure
- From us: content to educate
- From customers: content to entertain



INCREASE BRAND AWARENESS



60% find travel inspiration on social medias



- Focus on LinkedIn
- Create a professional blog
- Direct email



- Focus on Instagram
- Create a traveler blog



- Focus on Facebook, Twitter, Snapchat, Instagram
- Videos on YouTube

INFLUENCER MARKETING & UGC



92% trust earned media over all other forms of advertising

- Create a hashtag people can use when posting content
- Engage with the public
- Build stronger relationships
- Work on sponsorship with travel bloggers so they can share their experience at one hotel with their community
- Share posts from guests to our pages on social medias, with their consent
- Establish a reputation online



Online Content Before the Experience - 2/3

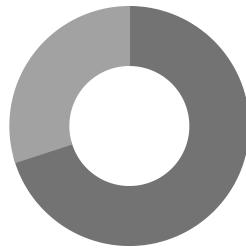


02

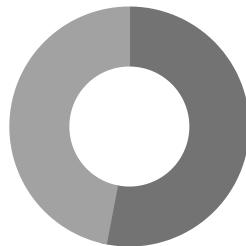
GOAL: BE THERE FOR CUSTOMERS WITH RELEVANT CONTENT IN THEIR MOMENT OF INDECISION

- Content to educate + Content to convert
- Leverage online information sources from customers looking for information online
- Engage with people in travel-related conversations on forums and platforms such as Facebook

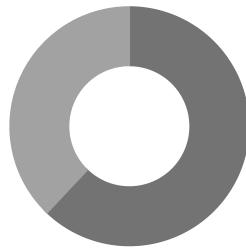
GENERATE MORE UGC ON SOCIAL MEDIAS, METASEARCH SITES & OTAs



77% read reviews before choosing an hotel



53% won't book an hotel without reviews



62% more likely to book if hotel management responds to reviews

IMPROVE SEO STRATEGY TO SHOW UP FIRST ON SERP

OUR TOP 5 KEYWORDS TODAY

1. Accor
2. Accor Hotels
3. Hotel Accor
4. AccorHotels
5. Accord

- Use long-tail keywords
- Use open-minded questions
- Avoid one or two words search
- Beat the competition

THE POWER OF VIDEOS

Generate content to increase hotel's presence



- View of the restaurant menu



- Explain concierge service
- Virtual tour of the room
- Show the different activities (children & adults)



- Show the room, the facilities, the atmosphere



Online Content Before the Experience - 3/3

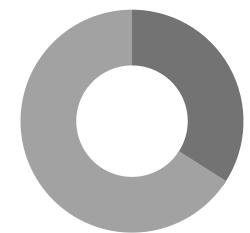
BOOKING



GOAL: ATTRACT CUSTOMERS DIRECTLY ON OUR WEBSITE TO AVOID PAYING COMMISSION THROUGH OTAs



GENERATE MORE PERSONALIZED CONTENT



34% click through rate on travel-related emails

Emphasis on personalized service offered during their stay

TRUE WALDORF SERVICE

Exclusive to Waldorf Astoria Hotels & Resorts, our renowned hospitality ensures your stay is unique and flawless.



USE METASEARCH SITES SPONSORSHIPS

Link their offer to our website

2 people have started booking this hotel

Check In — / — / — Check Out — / — / —

Guests
2 rooms, 2 adults, 2 children

Lock in the lowest price from these sites

Expedia

\$209
\$171

View Deal

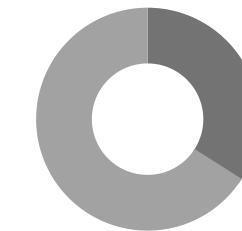
Booking.com ↗ \$171 Hotels.com ↗ \$171
Agoda.com ↗ \$171 getaroom.com ↗ \$209
TripAdvisor \$171 travelup.com ☰

Prices are the average nightly price provided by our partner...



OFFER BEST DEAL WITH BEST EXPERIENCE

34% travelers use social networks to find travel deals



Book Ahead & Save 15% or More

Get 15% or more off our Best Available Rate when you book and pay for your stay at least seven days in advance at our participating hotels. Plus, earn 100 Wyndham Rewards bonus points.

Terms & Conditions

BOOK NOW



Auto Club Member Discount

Get 15% or more off our Best Available Rate when you book and pay for your stay at least seven days in advance at our participating hotels. Plus, earn 100 Wyndham Rewards bonus points.

Terms & Conditions

BOOK NOW



Wyndham Rewards Members Save

Enjoy savings on our Best Available Rate at 8,000+ Wyndham Rewards Hotels worldwide. Excludes La Quinta by Wyndham hotels.

Terms & Conditions

BOOK NOW



Online Content During the Experience



GOAL: ENCOURAGE AND MOTIVATE OUR GUESTS TO SHARE THEIR EXPERIENCE - EVERY GUESTS' SEGMENTS TAKEN TOGETHER



70% of travelers use social medias during their stay

SHAREABLE HASHTAG

- Create a hashtag people can use on social medias when posting content
- Will help us tracking these posts by being alerted



marriotthotels ✅ Make every minute worth the trip when you explore Singapore 🌎 [#LetYourMindTravel](#) on the famed Orchard Road.

#letyourmindtravel
1,620 posts

AREAS TO BE SHOWCASED

- Create spots in our hotels when guests can picture themselves to share it on social medias
- Drive FOMO around the community who will want to take a picture there too



Online Content After the Experience

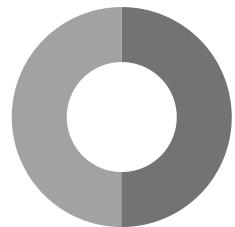


02

GOAL: ENCOURAGE AND MOTIVATE OUR GUESTS TO SHARE THEIR EXPERIENCE

- Every time a guest leave one of our hotels => Send him/her an email for comments on their experience

RECOGNITION & REWARD



Half of direct hotel bookings originate from social medias

- Create Reward Program with points
- Guests can use these points in different ways

Can Earn Points On:

- ✓ Hotel Stays
- ✓ Air Travel
- ✓ Credit Card

Example of Marriott Review Reward Program

Can Use Points On:

- ✓ Booking Hotels
- ✓ Room Upgrades
- ✓ Air Travel

LOYALTY PROGRAM

- Create a Club where people can feel part of a community
- Every dollar spent will make the guest learn one point



- For Luxury segment:
Exclusive Club



- For Midscale & Standard segment:
Every hotel in every country has to be part of that Club so guests can use their points wherever they go



Recall on the Power of Reviews

95% of customers check reviews and research about destinations and rooms.

They are more autonomous & knowledgeable

POSITIVE EFFECTS

- Increase look-to-book ratio
- Ability to increase price

REVIEWS DRIVE BOOKINGS

- Increase ranking in review sites
 - Higher visibility
 - Increase in bookings volumes

DIRECT CUSTOMER REVIEW

- Guest experience feedback allows us to improve our services
- Better to take the bad with the good & show recovery from failure



BECOMING A CONTENT-DRIVEN COMPANY

To better understand our guests and make
our employees involved



Integrate New Digital Capabilities

SOCIAL MEDIA LISTENING (SML)



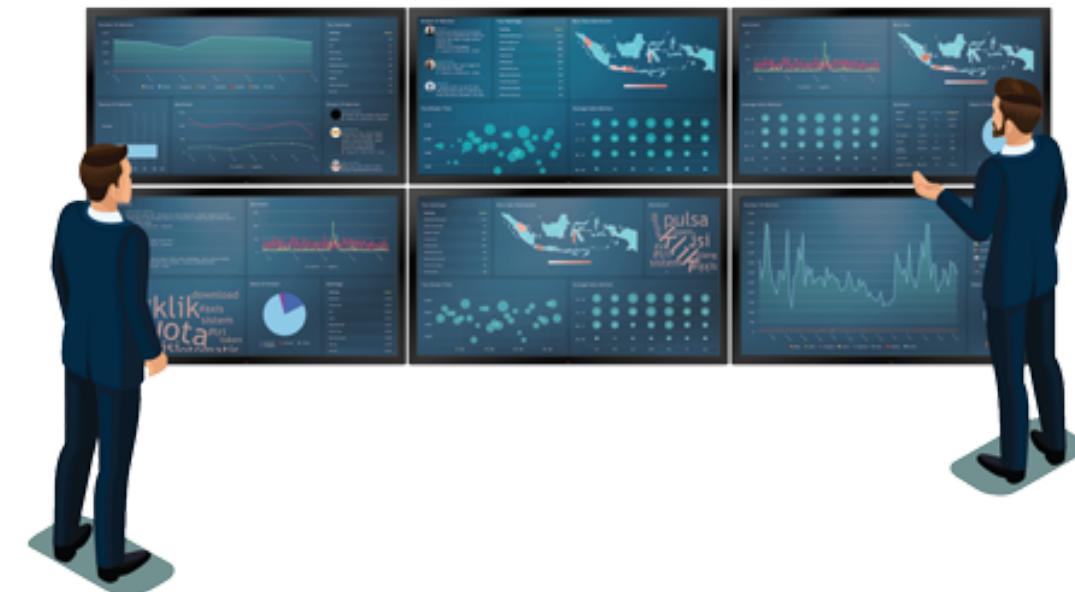
Client card on the dressing table for customer feedback => Obsolete

- Digital & Social media = Opportunity to have faster access to consumer insights
- SML = identify and analyse quantitative & qualitative information and what is said about us on the internet



HOW TO INTEGRATE IT TO OUR BUSINESS?

- Adopt a centralized SML system to stay aware on the social conversations about us
- Basic form to start with: implement Google alerts to highlight what is published
 - Social medias will be monitored to see publications
 - Reviews, customers complaints/comments on OTAs, metasearch and review sites will be looked at



Building a Digital Culture

HOW TO GET OUR EMPLOYEES INVOLVED IN OUR ONLINE REPUTATION



1. Provide education & training
 - Each director & manager need to be on board first with a training about e-reputation
 - Spread digital awareness
 - Show the importance of online reputation in hospitality industry with figures and proof
2. Give employees a reason to engage
 - Create a digital culture
 - Give employees a voice so they can share their ideas
3. Provide access to social media
 - Implement a virtual companion for deskless employees
4. Make content submission easy
 - Through the virtual companion
5. Track, analyze, show evidence and reinforce value





THANK YOU!

The hospitality of tomorrow is rooted in
human values.

