

Loyalty Program

Developed by
The Mighty Product Penguins

STAY-N-SLEEP

STAY-N-SLEEP's Mission

Enable every traveler
to build a community
of lifelong travelers, and
enable the travel community to
experience what matters



STAY-N-SLEEP

SnS company overview



Vacation rental and business accommodations online marketplace



Based in New York City, NY, United States



Largest marketplace worldwide

2M

ACCOMMODATIONS

20M+

GUESTS ARRIVALS





10K

HANDCRAFTED ACTIVITIES
powered by local hosts

200+

LOCAL EXPERIENCES
launched since March 2020

Competition Analysis

Offer type	Company	Company Profile		Differentiator
		Listings/properties	Footprint countries)	
Rental Marketplace	STAY-N-SLEEP	2M	Worldwide footprint	World's largest marketplace Experience driven (10K of activities), and community building Strong brand, SnS for business: price alerts, payment group
		6M 4M+ Hosts	220+	Unique host community, engaged guests, recognized brand Airbnb for business: admin dashboard , exclusive offers No loyalty program
Online Travel Agency		2M	190	Focuses on properties listing and trip planning Popular in United States and Canada Loyalty program: One Key loyalty program will centralize the loyalty programs across Expedia group companies. It will be launched in 2023
		27M	227	Rent vacation properties, flights and transportation Site available in 43 languages Loyalty program: 10% discount funded by hotels
Hotel Chain		6,200+	118	18 brands from midscale to luxury Standardized service Loyalty program: tiered based program (free night), credit card partnership
		7,600+	131	30+ brands from midscale to luxury Excellent reputation, and standardized service Innovative operations (wallet-free experiences, villas & homes offering) Loyalty program: tiered based program (room upgrade), credit card partnership

Problem Statement

Current Scenario



Spike in the number of inquiries about loyalty program



Increase of interest for corporate benefits for business travelers

Problem Statement



Existing customers of Stay N' Sleep want **to feel valued and earn rewards** for their loyalty to the company.



They want to **track these points** in an easy to use **dashboard**.

Persona - Corporate Admin



**Adam Smith, Team Lead
Consulting Company**

Age: 36 years old

Status: Married

Location: New York

Values: customer
relationships, efficiency,
ambition

— ABOUT —

Manages a team of 30 consultants spread out in various locations in US

— NEEDS —

- Easy to use rewarding solution
- Seamless expenses monitoring with centralized expenses/ rewards from his team

— PAIN POINTS —

- Logistical issues (high number of accommodation options, lack of centralisation of info from employees)
- Coordination problems working with many teams
- Time wasting with admin work

Hypothesis

We believe that **Corporate Managers** experience **frustration** when managing their many teams' complex traveling logistics, so letting them track team members' stays, accumulation & usage of loyalty points, and rewarding their employees on one centralized app would allow them to focus less on logistics and more on the travel experience of their employees, saving time & money and improving employee morale and retention.



Customer research

Direct inquiry of existing users

- **Rewards** for recurring bookings
- Corporate **benefits**
- Free admin **dashboard**
- **Book and manage** company trips
- Better awareness and accurate **reporting**

Quotes from 3rd party research with business travellers in USA

“...It is nice to have a **free night**

Loyalty programs **limit** you to only that **chain**

There aren't many options for loyalty points (for apartments)

I wish there was a way to **get rewarded** for all that travel

I can **use them** (loyalty points) on **my vacations**. ...

I really **haven't taken advantage** of the loyalty points for hotels...”

Common need

Business travelers want to be rewarded for recurring bookings

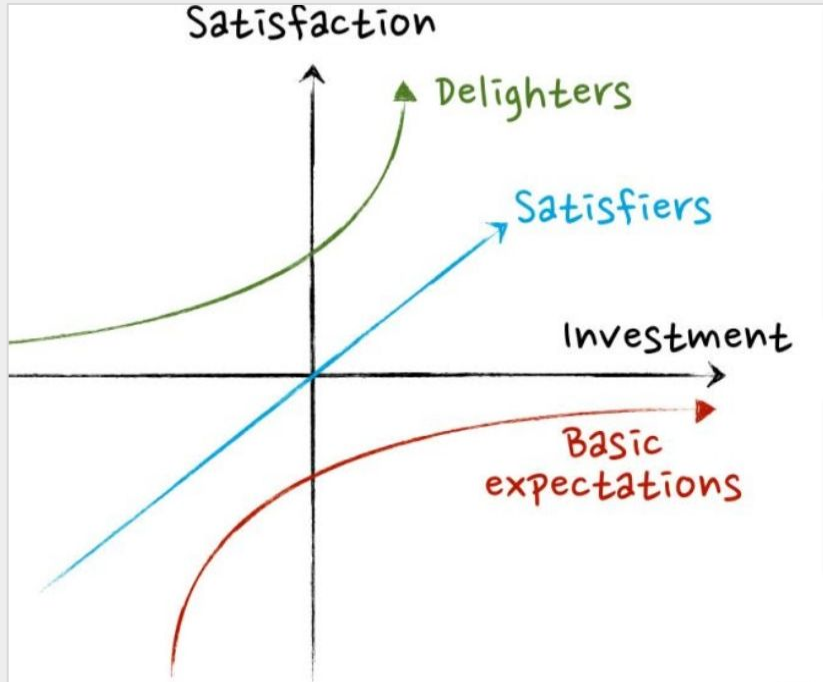
Business travelers want to benefit from business trips points for personal use

Proposed solutions

Proposed solutions based on customer research and direct inquiry

- | | |
|--|---|
|  Coupons, vouchers, & gift cards for local shops and restaurants |  Incentivize special activities for members (powered by hosts) |
|  Extra amenities as a loyalty member |  Extra rewards for longer stays |
|  Benefits for business (special rates) |  Partnerships and rewards with flight companies |
|  Team booking and usage analytics |  Tiered loyalty program |

Prioritization of solutions



Ability to use points and rewards for a vast array of locations & vendors

Easy to use reward/redemption

Loyalty points can be accrued, tracked, and used

The Product



Loyalty Program

A loyalty program that allows participants to earn all types of rewards for every stay

Rewards include:

- Free night stays
- Coupons, vouchers, & gift cards for local shops and restaurants



Rewards Dashboard

A dashboard that allowed for easy viewing of personal or group loyalty points.

You will see:

- Team booking and usage analytics (for admins)
- Accumulated rewards points
- What you can afford with your points
- How much you need for different rewards

MVP

MVP GOAL

Test demand and product features with the simplest version

PRODUCT VISION

Easy-to-use track and use loyalty points through transparent **loyalty program and dashboard**

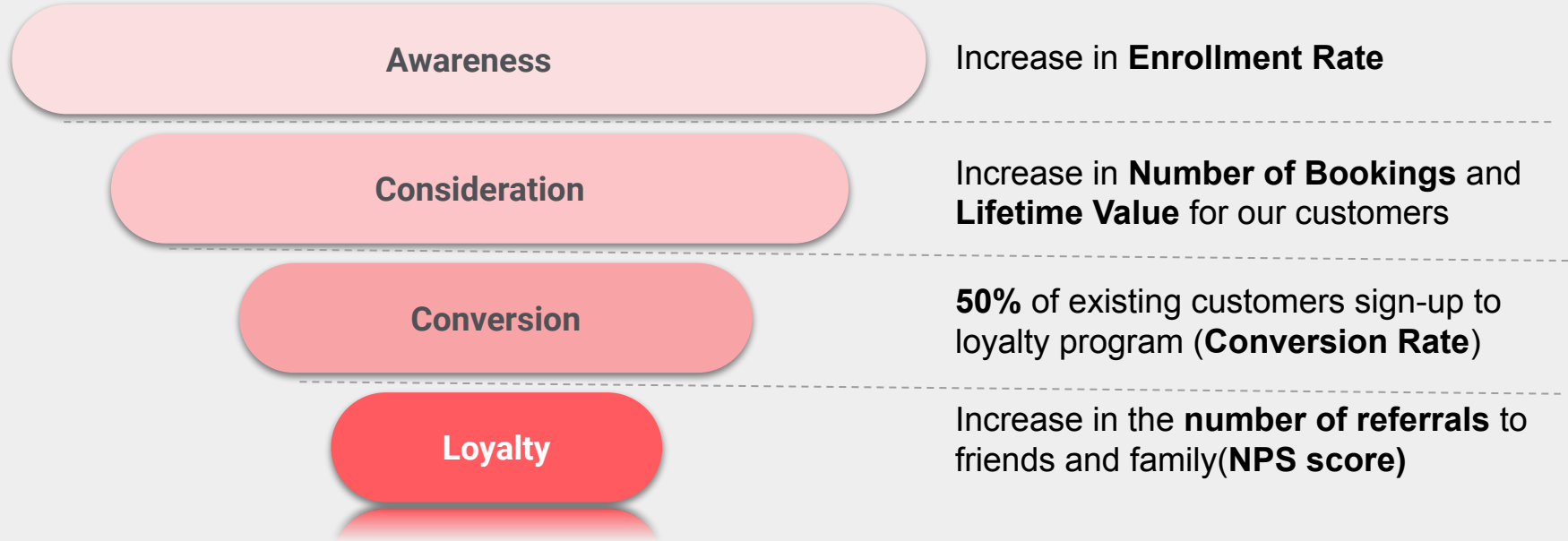
CONCEPT

Accruals of loyalty points with bookings and **usage of loyalty points** with bookings & experiences

ACCEPTANCE CRITERIA

Loyalty dashboard (including trip and point history), loyalty points display per accommodation **listing, bookings** using points,

Success metrics



Research and validation

Conversion

Existing customers

are **50%** more likely to try a provider's new products and experiences than new customers

Cost reduction

It costs **5X less** to retain existing customers than to acquire new customer

Revenue generation

Existing customers

spend **31%** more than new customers

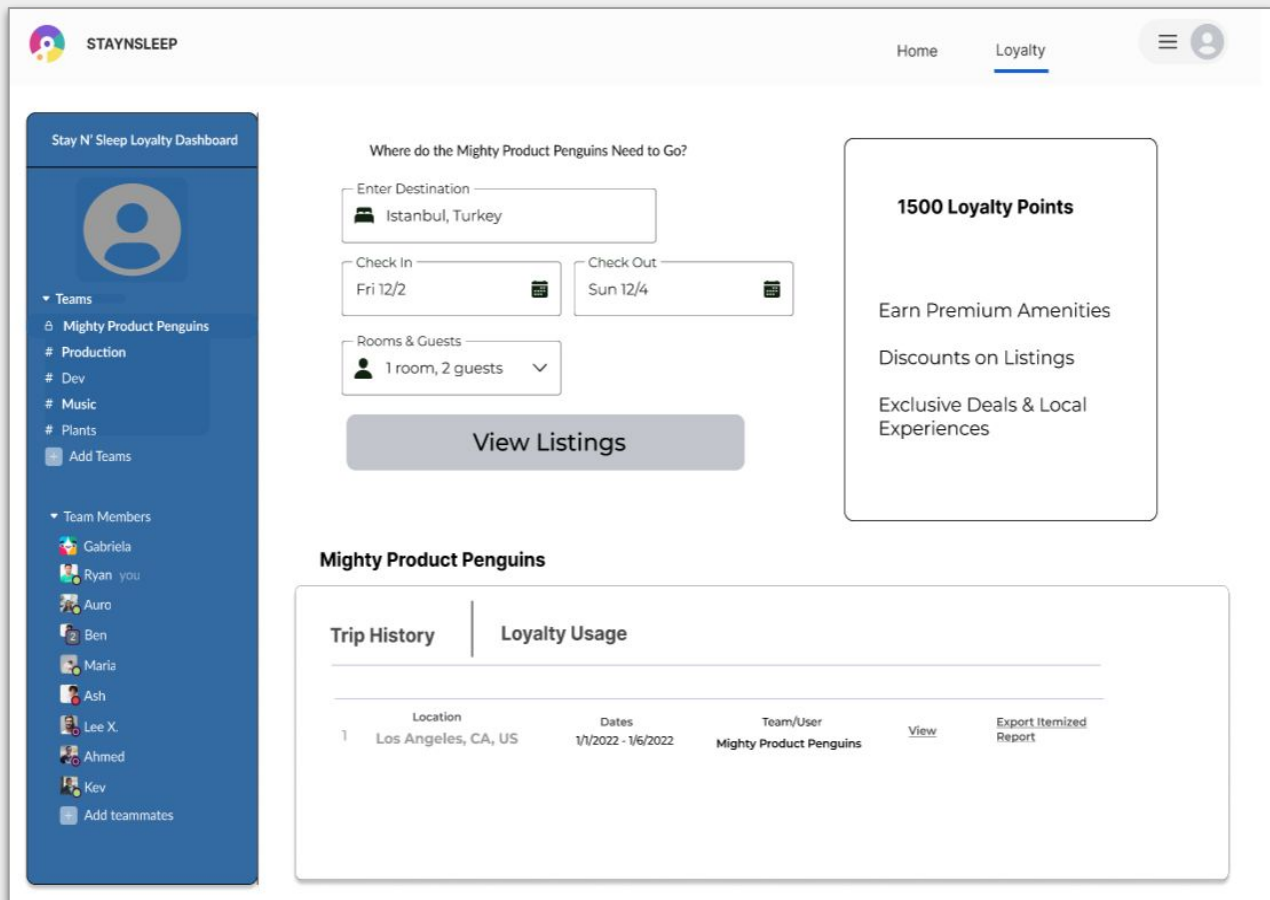
Execution Plan

Sprint: 2 weeks

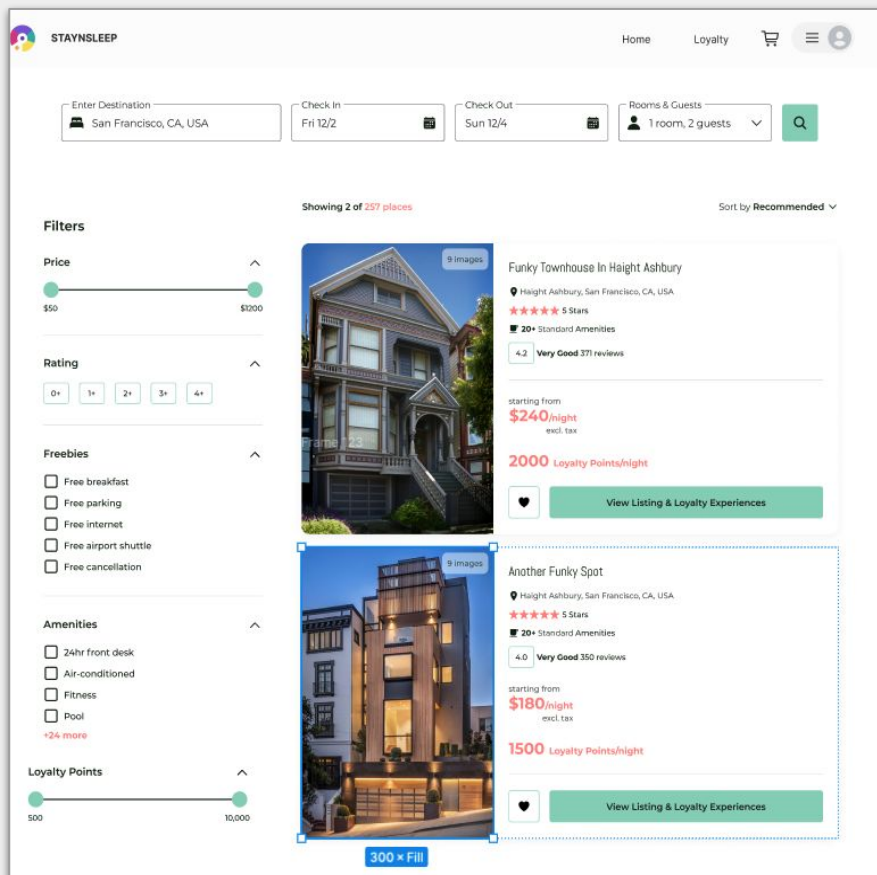
	SPRINT 1	SPRINT 2	SPRINT 3	SPRINT 4	SPRINT 5
Back-end	Extend database to track: loyalty member accounts, points balance, orgs & roles (admin vs. regular)				
Front-End Web, mobile		Develop web page that shows loyalty program benefits, dashboard of loyalty rewards	Develop badging updates related to loyalty program		
UX Design	Design MVP we/app for loyalty program page and dashboard	Develop badging and site design update to accommodate loyalty program			
UX Research		Run UX research study on MVP mock for website			
Doc Writer			Document the loyalty dashboard feature		
Customer Support				Train the customer team on how to manage the loyalty program, dashboards	
Marketing				Develop and launch GTM for loyalty program	Develop and launch customer engagements

STAY-N-SLEEP

Wireframes



Wireframes



Go-to-market strategy



PRODUCT

SnS loyalty program
registration, dashboard,
accrual and usage of
rewards



PRICE

Free (MVP)
Freemium (for Premium
features, TBD)



PLACE

Direct website, iOS and
Android app



PROMOTION

Partnership with corporate
clients, Email outreach,
Pop-up/banner, enrollment
CTA's; app notifications, press
release, social media; trad.
ad platforms

Target Customer: Existing customers (corporate managers & business travelers), with particular focus on “power users” of SnS

Target Market: Currently in the hospitality market, aiming to expand repeat conversions

Launch Team: VP of Product, Product Manager, Marketing Manager, Engineering & QA Manager, Design Manager, Communications Manager, Sales Manager

Launch Date: 10 weeks from approval by leadership

Launch Plan

PRE-LAUNCH

Launch planning

Internal stakeholders' awareness

LAUNCH

Launch with key customers
pilot/soft launch

POST-LAUNCH

Assess results, plan iterations

Key Activities

- Assign a launch team, **define date and goal**
- **Internal testing:** QA & a war room
- Messaging testing with customers
- Ensure readiness of **documentation**, for legal, website and app
- **Drum up anticipation** for launch with messaging on site, sign-up for email updates

- Launch day: **press release**, launch event
- **Email outreach**, and **social media**.
- Webinar, content marketing (loyalty program benefits)

- **Data analysis:** Learn from the data and understand potential changes in the features
- Customer surveys (website, email)
- Identify **bugs**
- Growth engineering (segmented rollout of possible new features)

Assets

- Sales and customer support teams **training**
- Internal communication (newsletters, slack)
- Pre-launch outreach to customers

- Press release
- Pop-up (website and app) & banner, FAQs (documentation)
- Email outreach, especially to loyal customers

- Content marketing, newsletter, social media, sales teams
- Showcase study cases
- A/B tests, feature flags

Customer Messaging

"As your business team's travel partner, we'll **stay loyal** to you so you can show loyalty to your team with an **exceptional business travel experience** that **rewards everyone.**"

"Be rewarded, any way you stay."

THANK YOU