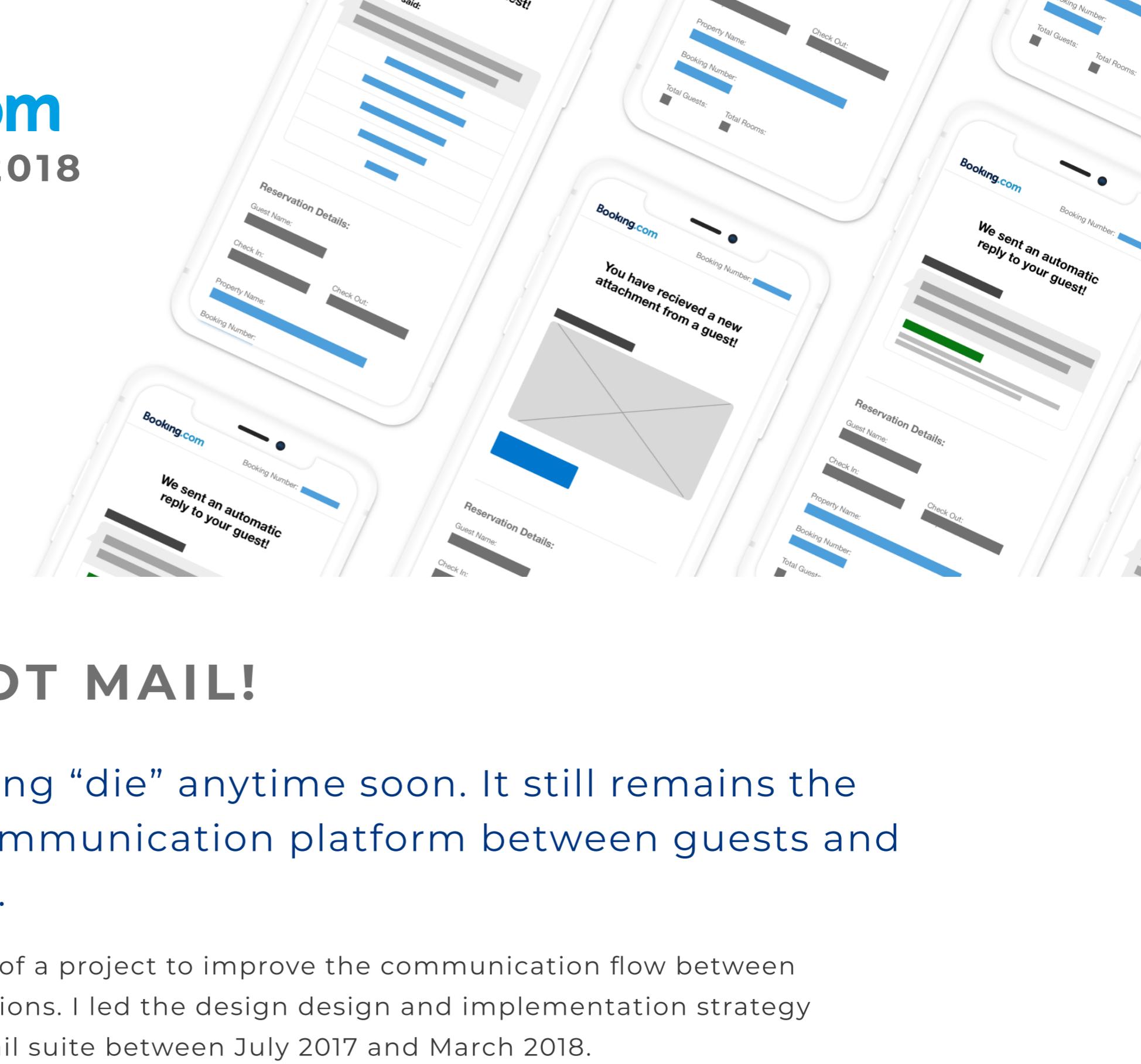


Booking.com

Q3 2017 - Q2 2018



YOU'VE GOT MAIL!

Email is not going "die" anytime soon. It still remains the number one communication platform between guests and accommodations.

In 2017/18, I was a part of a project to improve the communication flow between guests and accommodations. I led the design design and implementation strategy for the messaging email suite between July 2017 and March 2018.

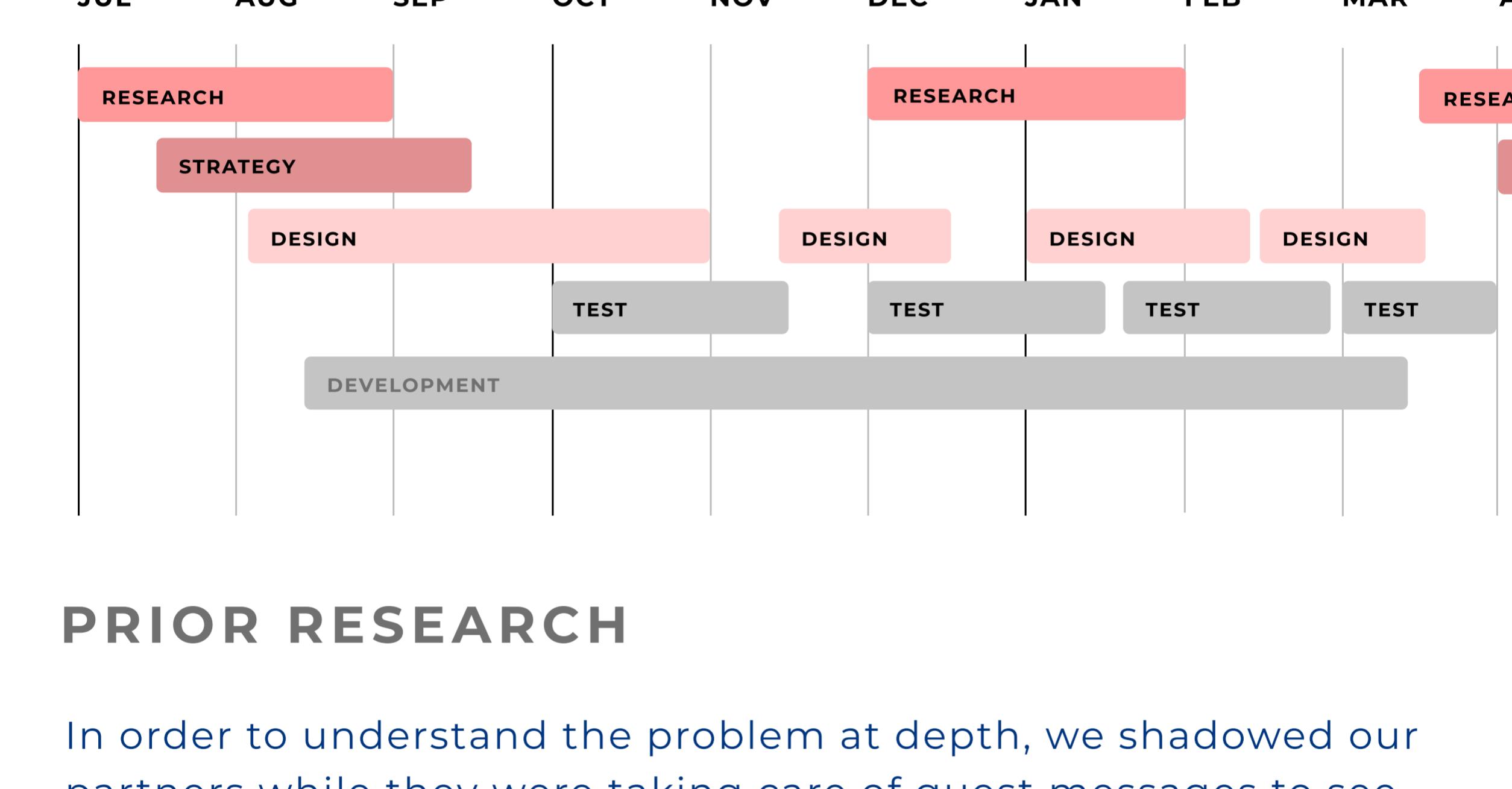
To comply with my non-disclosure agreement, I have hidden or changed confidential data in this case study. All information in this case study is my own and does not necessarily reflect the views of Booking.com.

THE PROBLEM

While we were hard at work trying to create and deliver newer more efficient forms of communication between our users, we realized we had neglected a critical area. Emails. The number one method for communication between our accommodations and our guests is still via email, and it's up to us to create a seamless and frictionless user experience for everyone involved.

We started with 12 different email formats that were triggered by 3 different systems and all contained different types of information placed in different areas. Essentially, the user had to relearn where to find their info each time they received a new email.

All emails pictured are using example accounts, names, and requests.



THE OBJECTIVES

Our goal for the project was to facilitate email communication between guests and accommodations that is integrated & aligned with the behaviors and interactions of other booking.com messaging products.

01

Single Template

We started with 12 different email templates between guests and partners with inconsistent details. The goal was to create one template to deliver the message with relevant details.

02

Scalable Solution

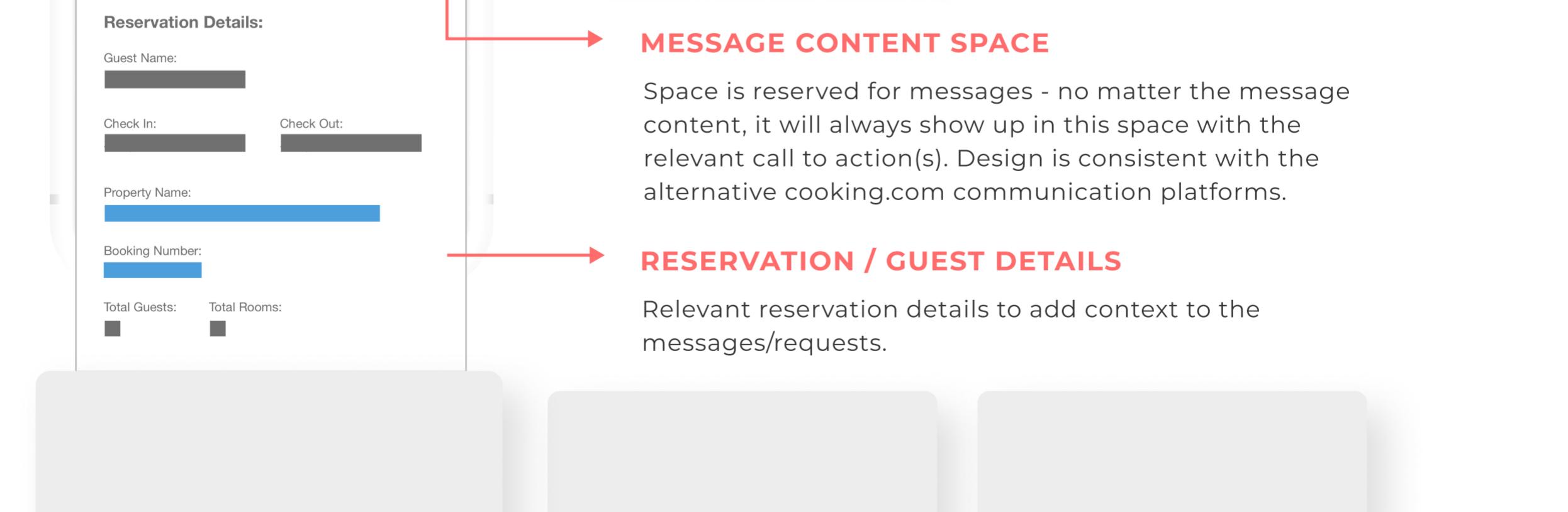
The teams within messaging were releasing products quickly and email support was needed. We needed to create an email template that could adapt no matter what teams were releasing.

03

Low Maintenance

This team was created to solve a problem, but wouldn't be a permanent fixture, so we had to create a solution that was easy to implement and clear for developers to update.

OUR TIMELINE



PRIOR RESEARCH

In order to understand the problem at depth, we shadowed our partners while they were taking care of guest messages to see how they interacted with our emails.

We found that

93%

of partners communicate with guests before checkin.

57%

use email as a form of communication with guests.

25%

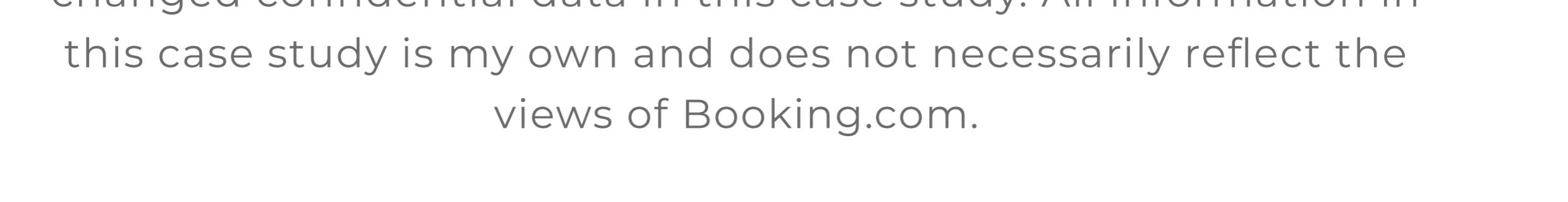
of partners are unsatisfied with the current state of email communication.

We observed

partners often had to look up guest details in the reservation tool before they were able to respond to room requests. This caused hoteliers workflows to slow down and resulted in longer response times for guests.

THE SOLUTION

There were several iterations and testing cycles to help us understand how to build the lego pieces that would ultimately deliver this final solution. Shown here is the final launch of the conversational email suite.



CONSISTENT & RELEVANT HEADER

Header always includes reservation number for both guests and accommodations

MESSAGE CONTENT SPACE

Space is reserved for messages - no matter the message content, it will always show up in this space with the relevant call to action(s). Design is consistent with the alternative booking.com communication platforms.

RESERVATION / GUEST DETAILS

Relevant reservation details to add context to the messages/requests.

MARKETING CONTENT SPACE

Space is reserved for marketing materials in accommodation emails that are relevant and timely for the user.

THE IMPACT

The overall conversational email suite redesign yielded very good results. Email opens, engagement, and replies were increased, however we introduced a small increase in customer service tickets.

We determined the increase in tickets did not outweigh the positive results in the other metrics, and will use CS tickets as a main metric for improving the emails further.

Additionally, this new design and the structure of the templates will allow for quick and easy adaptation to any future booking.com communication platforms potentially saving weeks of development time. There will be no need to be a specialist in email development, so devs from all teams can add their includes and carry on their way!

For confidentiality reasons I have omitted the actual values for these metrics.

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