

## AUTOMATED MESSAGING (MVP)

Partners of Booking.com often send emails to each one of their guests to share important information or to facilitate a guest's stay. After extensive research, we built a tool to automate that process for them.

In 2018, I was a part of a project to improve the communication flow between guests and accommodations. I led the initial design and implementation strategy for the messaging scheduler MVP in quarter three of 2018.

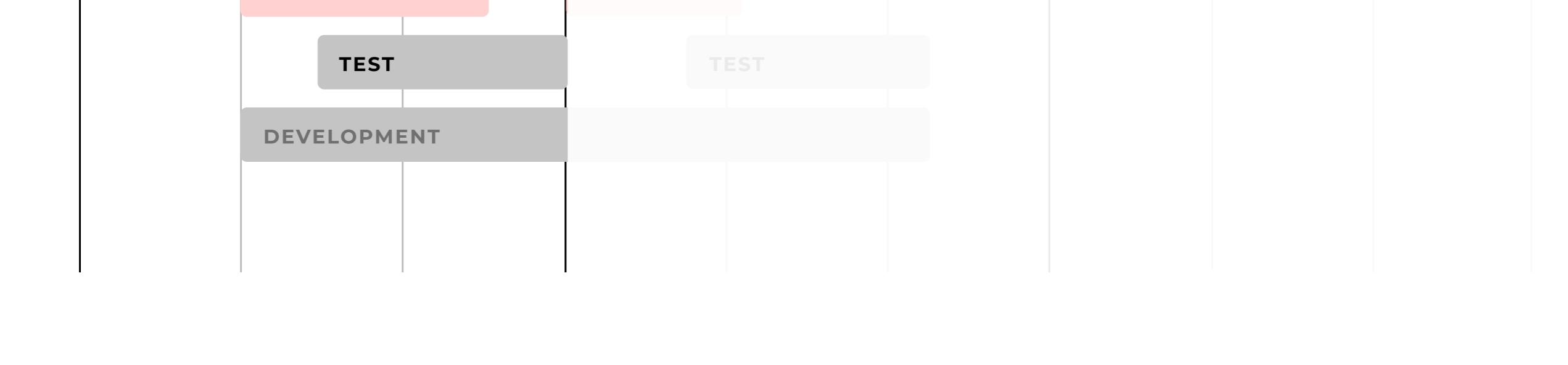
To comply with my non-disclosure agreement, I have hidden or changed confidential data in this case study. All information in this case study is my own and does not necessarily reflect the views of Booking.com.

## THE PROBLEM

During qualitative and exploratory research with our partners, we discovered that most accommodation managers were manually curating emails for each of their reservations. Many of these emails were being sent at the time of a new booking, again before their stay, and often again during or after their stay.

During on-site user research sessions, we saw that many of these partners were copy and pasting the content from a self made word document and changing the name/reservation information themselves. At the time of these observations, we had a messaging template system in place for partners already, but we learned that it wasn't meeting their final needs.

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



## THE OBJECTIVES

Our goal for the project was to reduce friction in partner workflows to ensure seamless communication between accommodations and guests at the right time.

01

### Automated

Accommodation managers needed to be able to set up emails to be sent automatically based on the reservation details of their guests.

02

### Easy Setup

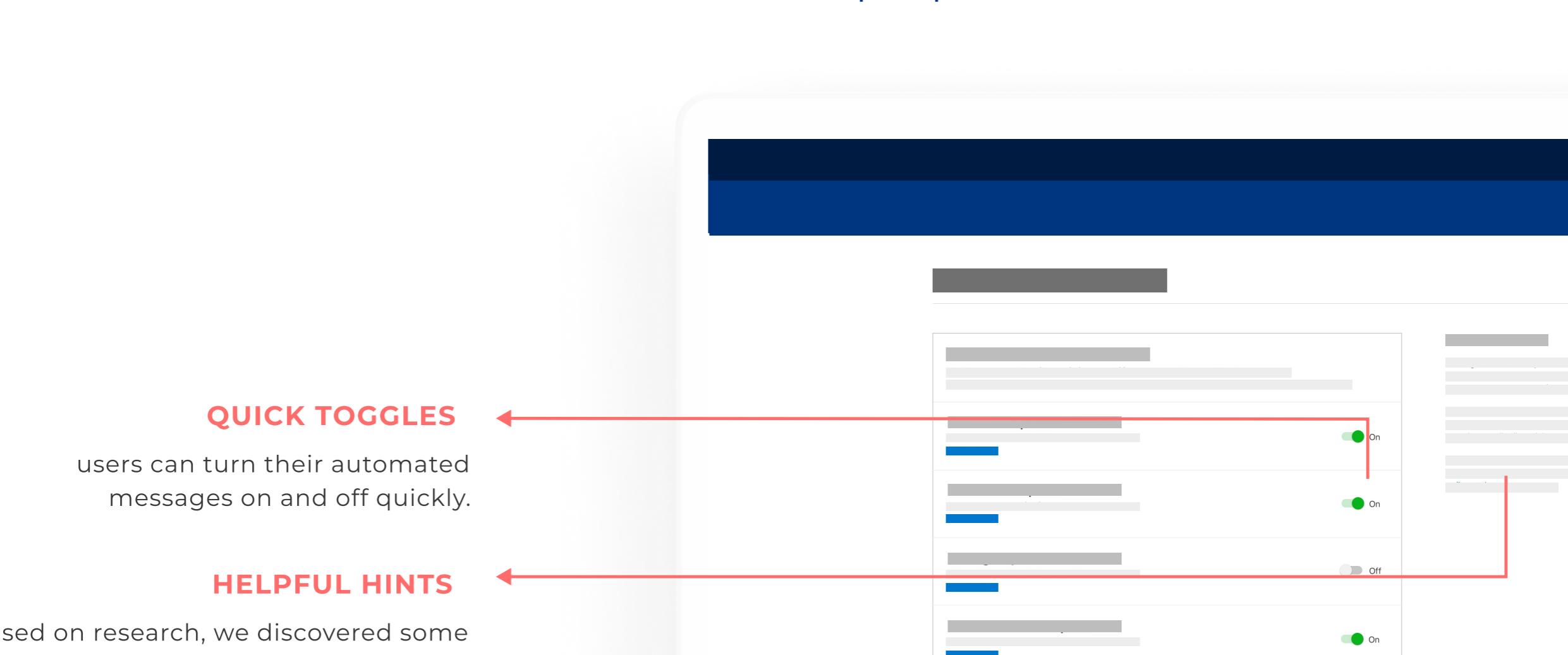
The ability to set up automated emails needed to be clear and seamless.

03

### Customizable

Partners needed to be able to send emails based on certain reservation criteria and without having to change any details manually.

## OUR TIMELINE



We found that

86%

of partners sent a welcome / thank you for booking email to their guests after they secured their reservation

61%

of apartments + BnB's sent key pickup/drop off instructions prior to guest arrival

34%

of all accommodation types sent a thank you or review request email after a guest's stay.

We observed

partners were copy and pasting email templates from text editors and editing variables before sending. The manual changes often resulted in partners using the wrong name or check-in/out dates in their emails.

## THE SOLUTION

Email templates with variables already existed on our platform prior to this project, but we learned it was not solving the final user problem, so we decided to take that system one step further and create a scheduling aspect to it that would fill in the variables for them and send it at proper intervals.



## THE IMPACT

My team was responsible for launching an MVP to prove the concept. In the first 2 weeks we had 20% of our traffic opt into the service.

There was a slight increase in customer service tickets and calls to account managers, but we expected this to happen as it was a new feature. We briefed CS and account managers about the product prior to launching so they were prepared to answer questions.

This MVP was considered a success and was handed off to the appropriate team to continue product work in this space.

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

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