



CASE STUDY



ADDING VALUE FOR CUSTOMER AND COMPANY WITH A NEW BOOKING ENGINE

Whittlebury Hall's booking process needed a refresh and they were looking for a solution that answered a number of questions.

AN INTRODUCTION TO THE BUSINESS

Whittlebury Hall is an award-winning business and leisure resort located just off the A43 between Birmingham and London.

It is adjacent to the Whittlebury Park golf centre and 3.8 miles from Silverstone Circuit.

The Conference, Training Centre, Hotel and Spa employs over 300 staff and has 213 bedrooms and extensive conference, training and meeting facilities. The Day Spa at Whittlebury Hall is one of the largest in the country and a key selling point for the hotel, with 23 treatment rooms and a choice of more than 60 treatments.

In addition, the hotel has a bar, gym, café and three restaurants; Astons, Bentleys and Murrays, which boasts 2 AA Rosettes awards and provides a fine dining experience in an intimate and relaxing atmosphere.

WHAT CHALLENGES WERE THEY FACING?

Whittlebury Hall was using separate booking systems for their hotel rooms and spa services, while also paying to be featured on booking agency websites where people could find and book rooms for the hotel but would then need to visit the Whittlebury Hall website to view the variety of spa treatments available.

The problem with their disjointed system was that it provided little awareness and no simple way to find and book spa treatments, resulting in missed sales, customers having to call up about treatment options after booking their rooms or arriving at the hotel and finding they were too late to book a treatment as it was already booked up.

They understood they were missing out on the potential for up selling and cross selling their services and were keen to find a solution that reduced the cost and time of processing hotel and spa bookings, reduced agency commissions and made direct purchases the choice of the customer.

If they could provide strong offers and products to customers, while making the buying process intuitive and easy, it would help drive brand awareness and increase sales from repeat and new customers.

They also wanted to find a way to make their marketing budget work harder and collect more relevant information on prospects to help convert casual browsers into paying customers.



HOW MINTED BOX PROVIDED A SOLUTION?

Our expert team of developers set about creating a new booking engine, with a fully branded user journey that would function within their existing website. It was designed with a clear and simple presentation of information and pricing that brought all of the hotel room and spa treatment options to one place.

We also added a quick search widget to key traffic pages and deep links to promoted packages, both helping to reduce clicks and offer immediate availability.

Our new solution gave Whittlebury stock and inventory control to help maximise yield and drive up basket values and GOPPAR (Gross Operating Profit Per Available Room). Product descriptions and images were also more readily available to share while customer relative and specific offers could be used for up and cross selling.

WHAT IMPACT DID IT HAVE?

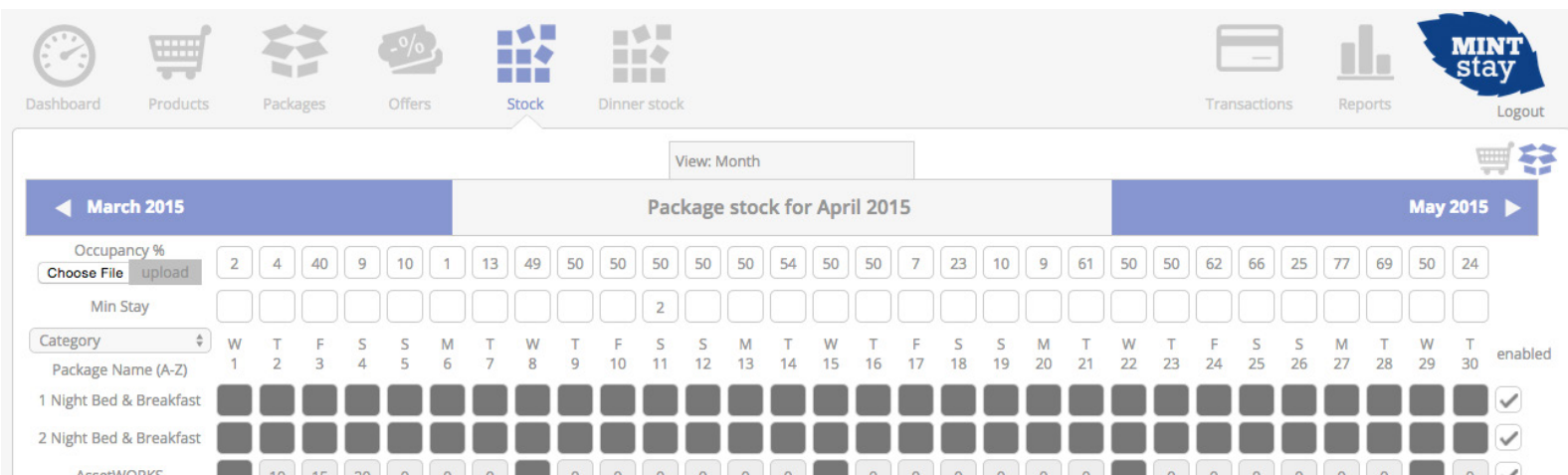
The new booking engine provided an impressive set of results for Whittlebury Hall, increasing their total B2C sales by 11.6% like for like within 12 months of going live and producing an ROI of 6:1 within the same period (based on revenue increases / payroll reduction and cost of implementation).

Email collection increased by an impressive 110% and within 15 months, the online proportion of their channel mix had jumped from 25% to over 84%.

With an easy-to-use and all-encompassing system now in place, customers could quickly and easily find and book the rooms and spa treatments they wanted, reducing Whittlebury's payroll to process sales by just over 45%.

Their conversion of unique website users to sales also saw an increase from 7% to 12% and the average basket value went up by 18%, thanks to improved signposting of treatment choices and packages.

Our success with Whittlebury Hall had an impact on ourselves too. It got us thinking about other hotel and spa businesses who could benefit from a similar service and led us to the creation of MINTstay; a customizable plug-in that can be added to an existing website and used to connect all room and spa bookings with ease to give customers choice and maximize sales.



A FINAL WORD FROM DIRECTOR MICHAEL SCOTT

"Minted Box has added value with eCommerce insight and industry knowledge. Increasing our profitability, saving time and helping us add new service and sales ideas with ease."

THINK MINTED BOX COULD HELP YOUR BUSINESS?

Find out more with an initial discussion to understand your business needs and we'll find a solution that can work for your business and deliver the results you want.

For further information, visit www.mintedbox.com or follow us on Twitter @MintedBox.

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