



Make Every Experience Count

Jane Butler, Managing Director

We're often asked..

How to
prioritize?

How to
allocate
resources?

What are the
trade-offs?

Identify: what feelings do you want your customers to have when they interact with your brand?



If you're a luxury hotelier or cruise line, perhaps you want them to feel pampered or relaxed...



If you're an economy sector hotel or car rental brand, perhaps you want them to feel efficient...



..or if you're a family destination, perhaps you want them to feel excited and prepared throughout.



Step 1:

Get agreement on how
you want your
customers to feel

Forget what you know about your role, brand and company objectives.



Step 2:
Pretend that
you're the customer

To keep up, you must be your own Avinash

Meet Avinash

*Digital Marketing Evangelist
and user experience advocate*



<http://www.kaushik.net/avinash/>



+avinash

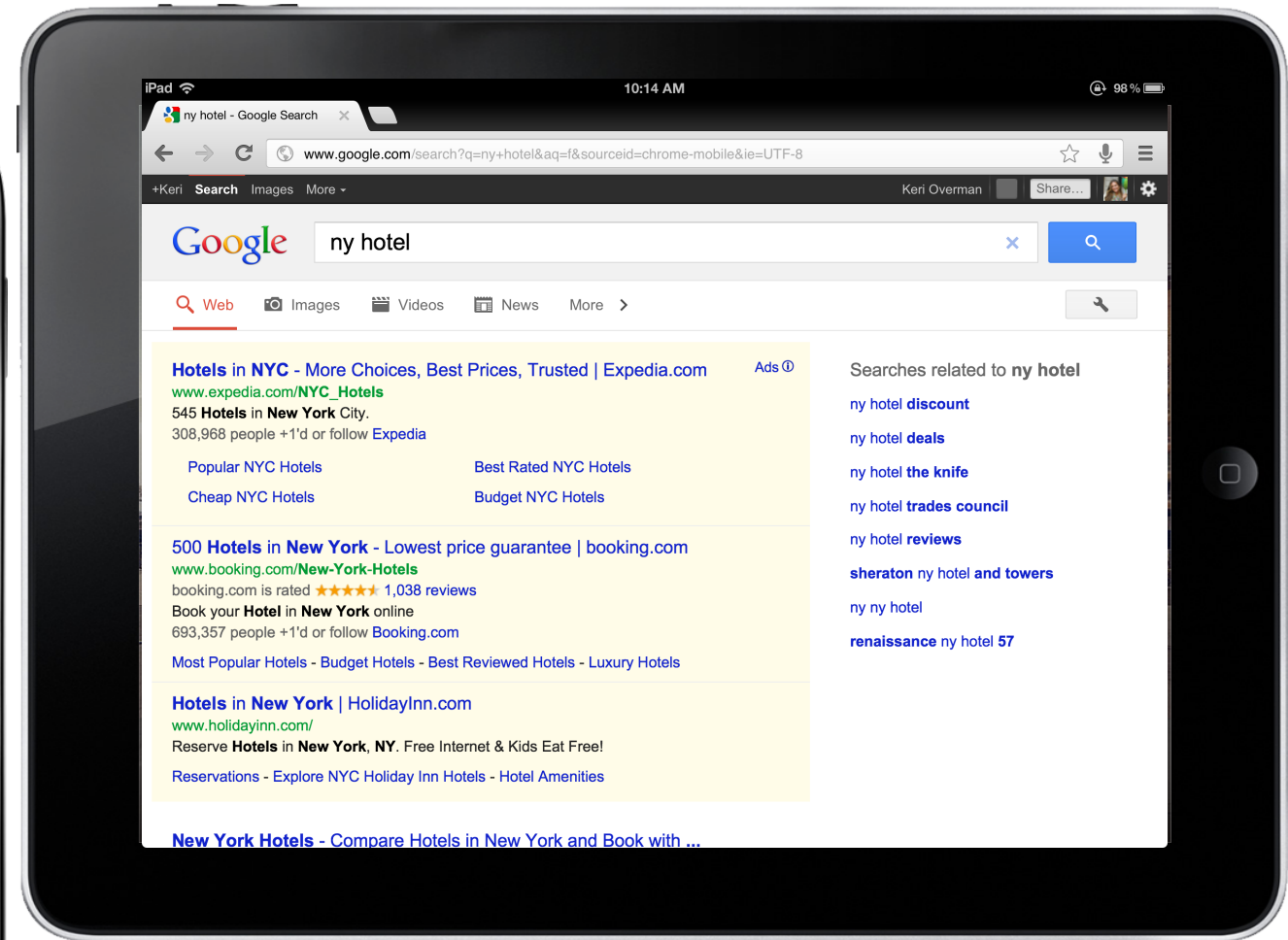
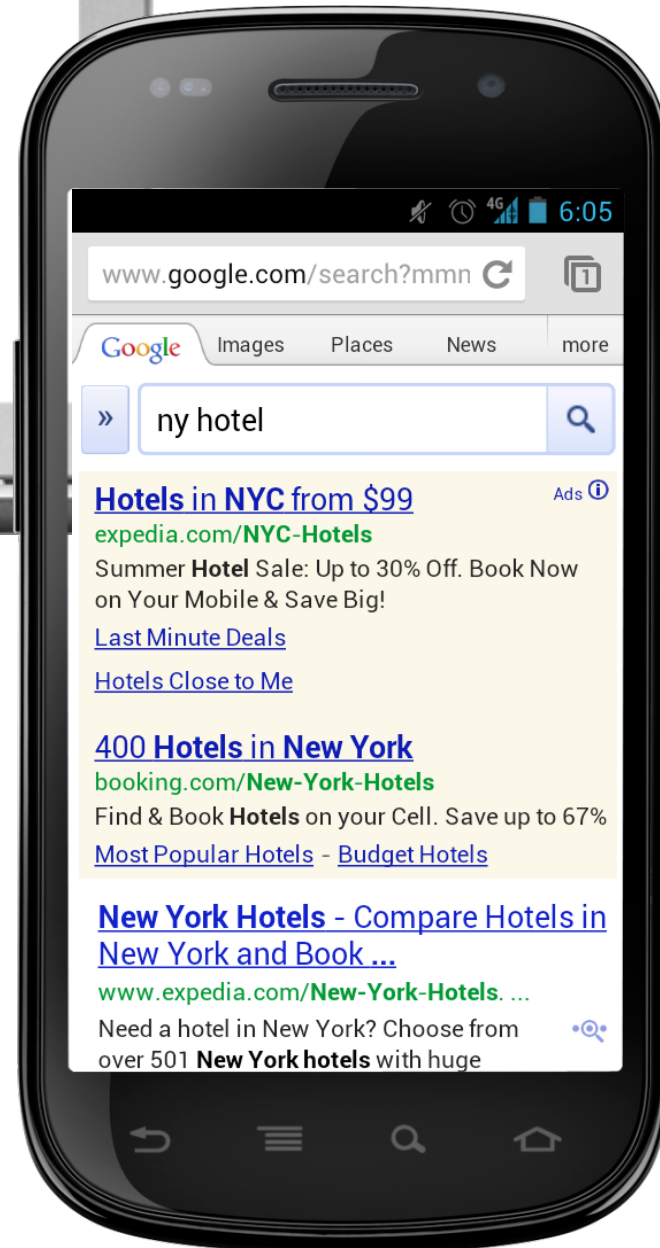
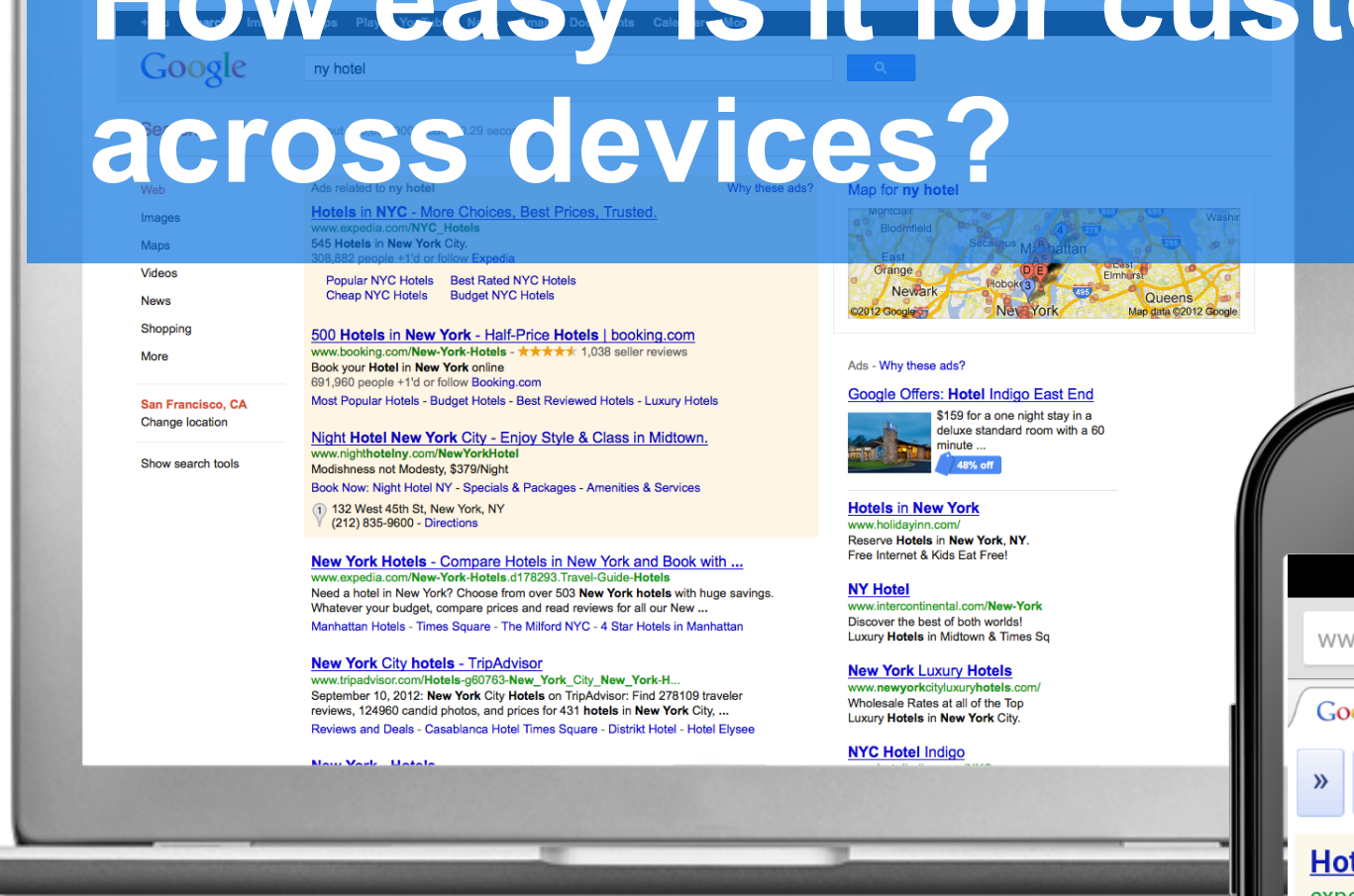


@avinash

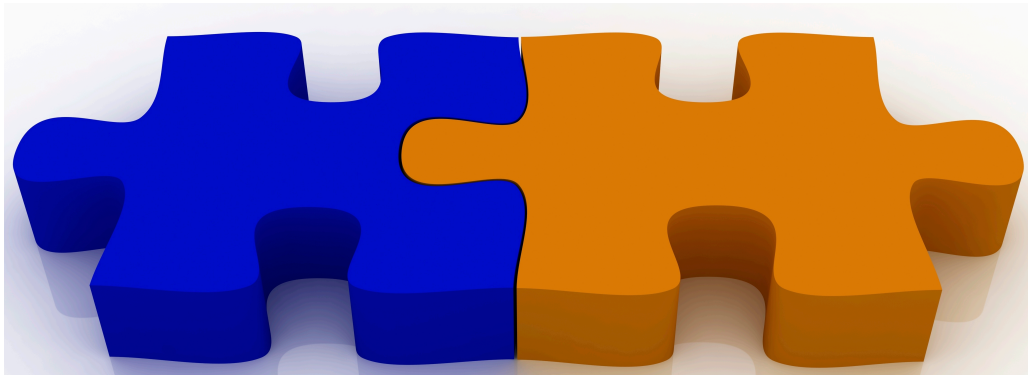
Step 3:

Experience “finding” and
“doing” as a customer

How easy is it for customers to FIND your brand, across devices?



When it comes to DOING, users expect sites to be relevant, fast, and easy.



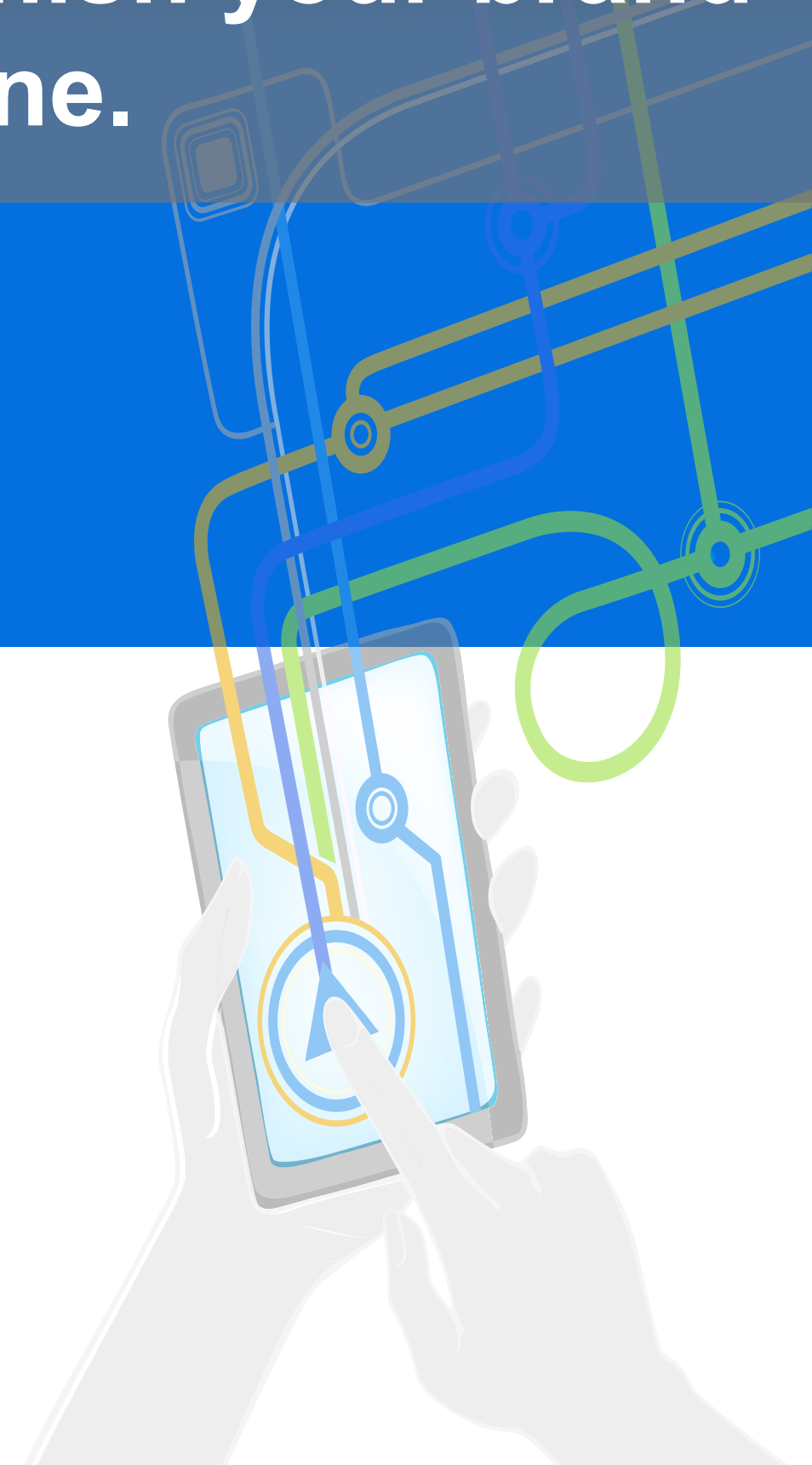
**Negative user experiences tarnish your brand
and can impact your bottom line.**

57%

Won't recommend a business with a
poorly-designed mobile site

40%

Have turned to a competitor's site after a
bad mobile experience



Bring them to the most relevant page for the door they opened.

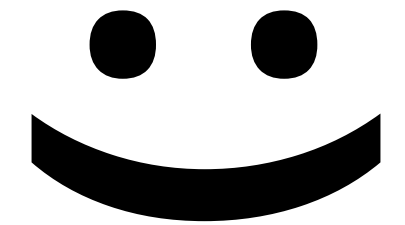


3 star
Cancun
hotels



Page
about
3 star
Cancun
hotels

=





3 star
Cancun
hotels



Home
page

=



Connecting to the right first page is just one expectation. Speed is another.



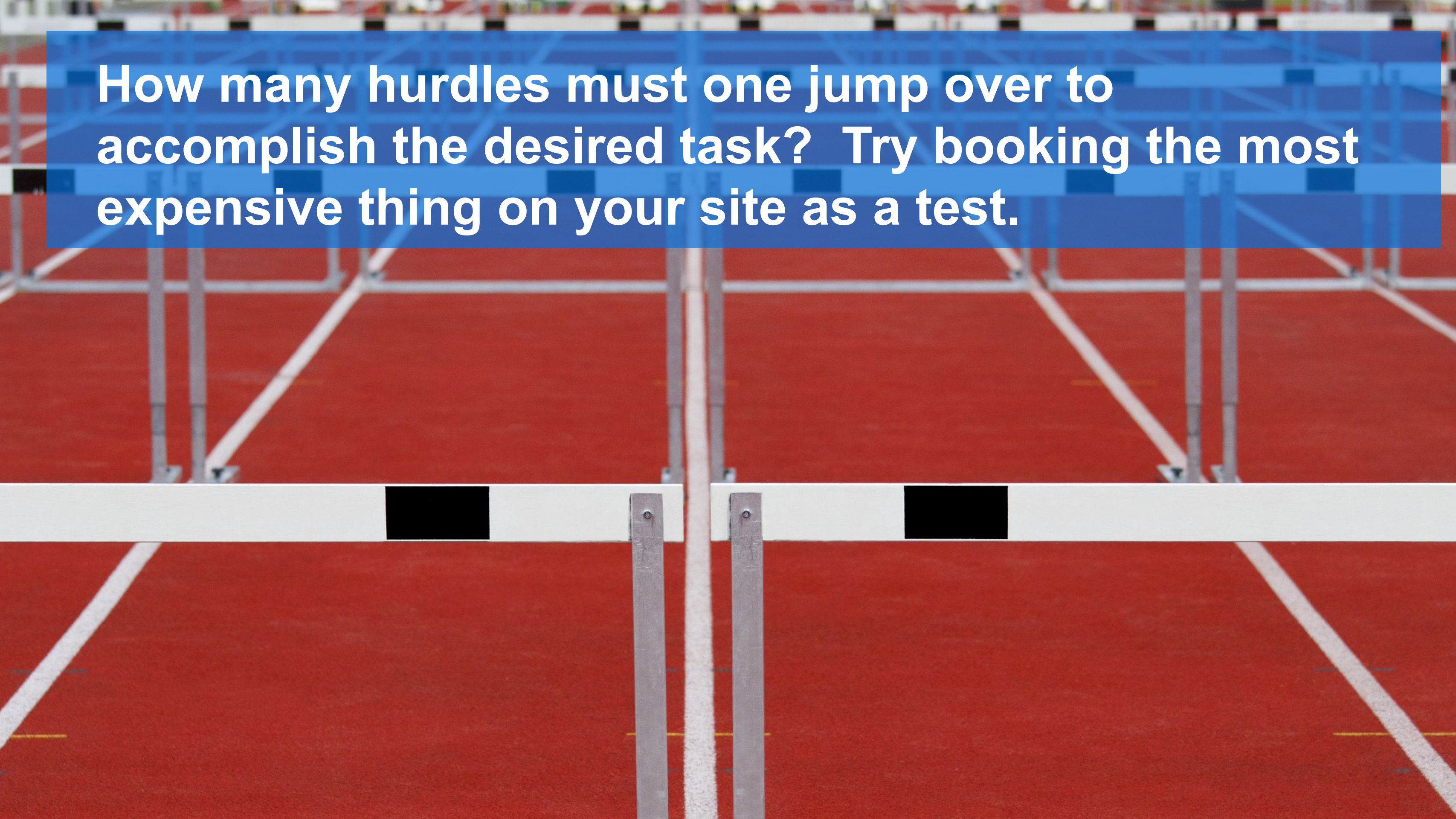
1 second delay

in page response
can result in a

**7% decrease in
conversion**

28% of people **expect a
tablet to load quicker**
than its laptop/PC cousin

How many hurdles must one jump over to accomplish the desired task? Try booking the most expensive thing on your site as a test.



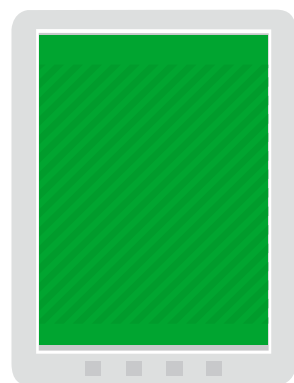
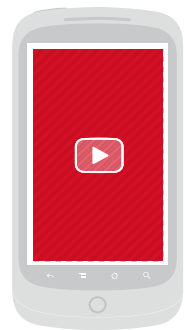
Step 4:
Do an honest
assessment

What does your customer scorecard look like?

find

do

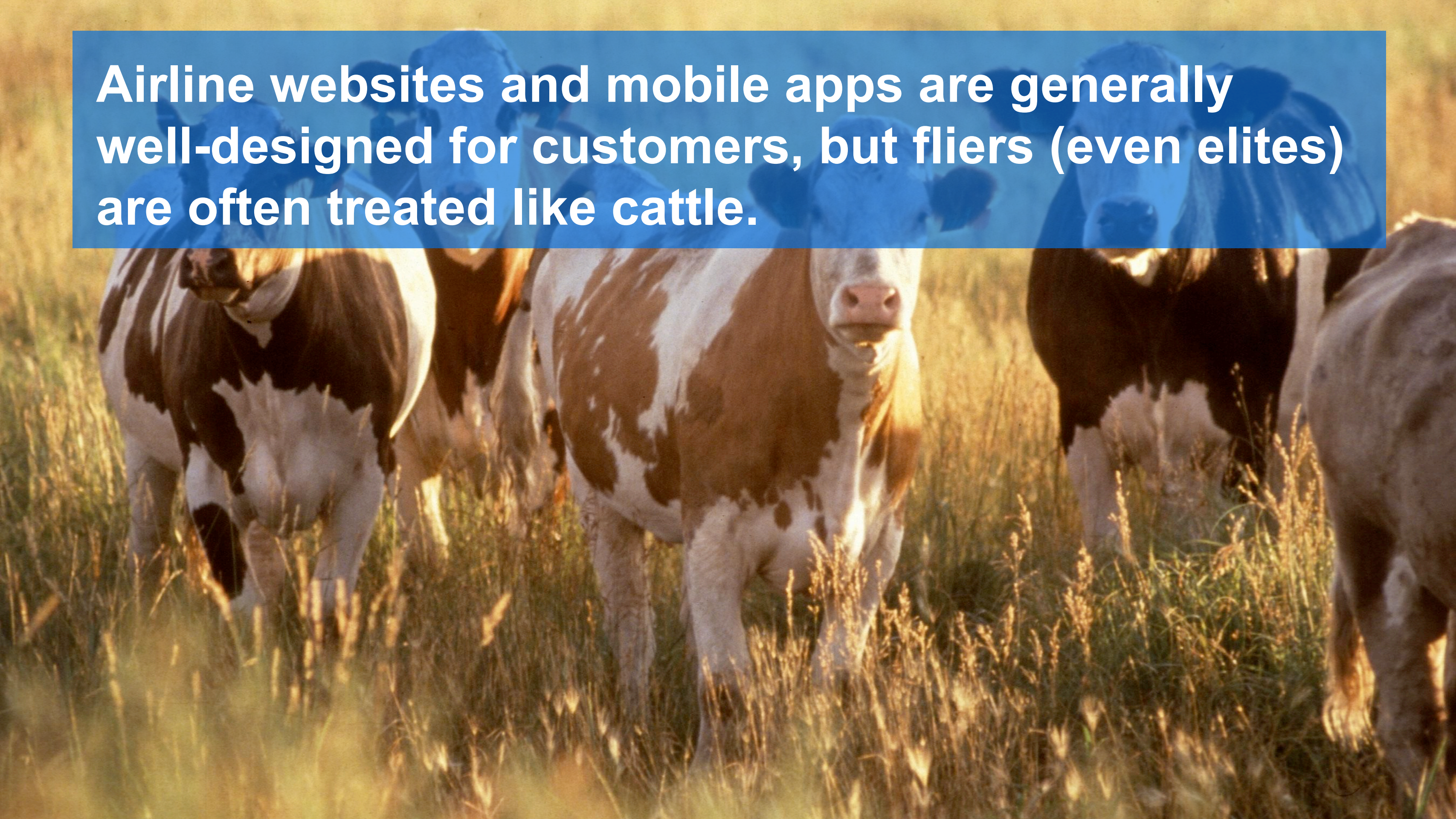
feel



Broadly speaking – many hotels emphasize the on-property experience, and miss opportunities to meaningfully engage guests before they arrive.



Airline websites and mobile apps are generally well-designed for customers, but fliers (even elites) are often treated like cattle.



Exception: Virgin America is focused on innovative marketing and brand experiences: see experiencevirginamerica.com

New message

From: Henry

Hey buddy, how are you? Did you see the invitation to my brothers bachelorette party? It would be great if you could come. Talk soon / Henry

NASDAQ
3,069.27
0.00 0.00 %



SPORT RESULTS

Philadelphia	6	Cincinnati	2	(FINAL)
NY Mets	6	St. Louis	2	(FINAL)



Fashion's Night Out: Your Digital Guide

1. BCBGMAXAZRIA (Nationwide)
"styled-out look" to Instagram with the tag #BCBGFNO for a chance at a \$1,000 shopping spree. Not sure where to start? The retailer is offering complimentary styling sessions at stores nationwide during FNO. Click here to view this gallery. Fashion's

ghathaway
at work, you?

The No
Mayor Blo
Winners o
Thu, 06 Sep 2
Today in an
technology

Born on the web, OTAs have put forth solid digital experiences, but sometimes overwhelm users with too many choices and promotions.

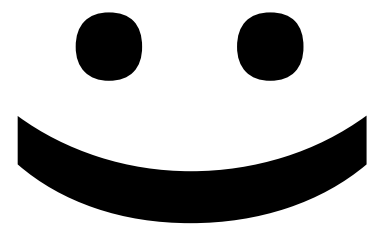
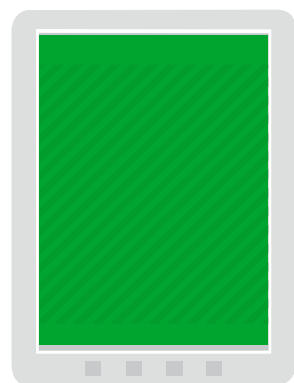
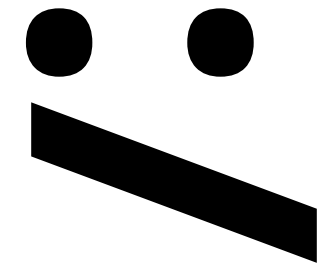
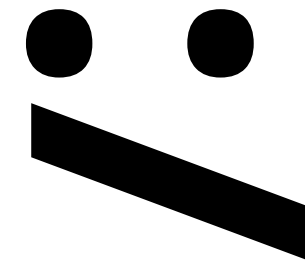
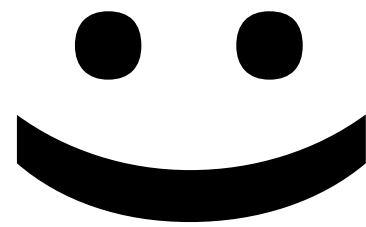


Sample score card: now what?

find

do

feel



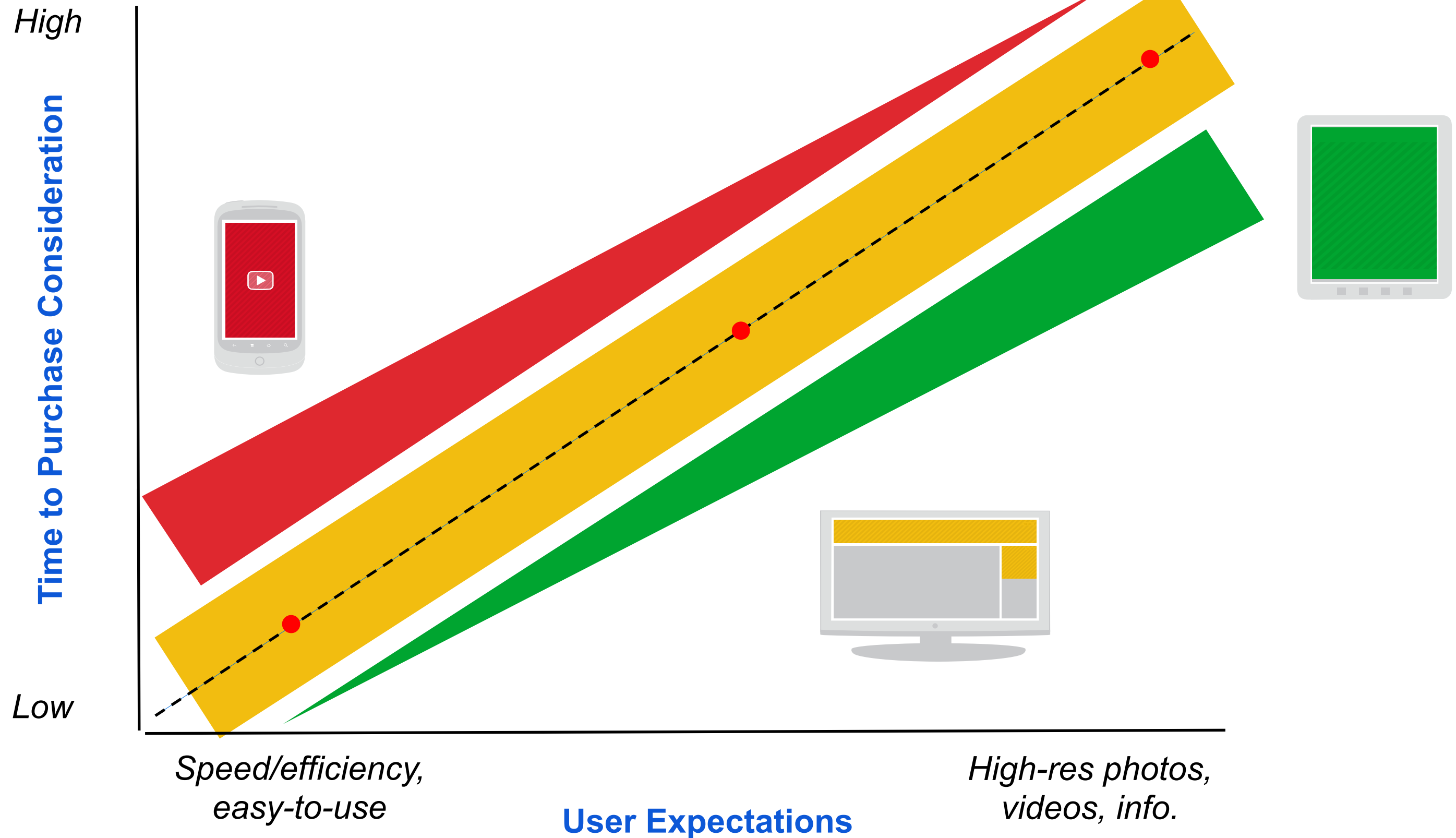
Step 5:

Establish your priorities
and allocate resources

Identify your most valuable customer segments.



Where does your product fall on this chart for your most important customer segments? Prioritize device strategy accordingly.



Prioritize fixing the most important areas for your product and key customer segments.



find

do

feel

*Is anyone
batting 1.0000?*

Search Hotels

Destination/Hotel Name:

e.g. city, region, district or specific hotel

Check-in Date

Check-out Date

Day Month Day Month

I don't have specific dates yet

Rooms 1 Adults 2 Children 0

Search

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Great North American sale — today only! We have found you great deals in over 80 top cities from coast to coast. Choose New York, San Francisco, Toronto, Las Vegas and many more. Enter your dates above to find an exceptional deal.

San Francisco 206 hotels

Popular Destinations

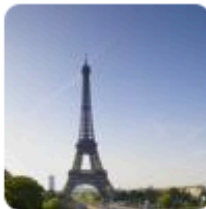


Los Angeles

United States of America

171 hotels

Latest Booking: 6 seconds ago



Paris

France

1460 hotels

Latest Booking: 4 seconds ago



Da Vinci Villa

4 stars

Score from 253 reviews: Good, 7.4

Latest Booking: 5 hours ago

There are 5 people looking at this guesthouse.

from US\$ 151.05



Parc 55 Wyndham San Francisco - Union Square

Score from 1,000 reviews: Very Good, 8.3

Latest Booking: 2 minutes ago

There are 5 people looking at this hotel.

Booking.com probably comes closest.

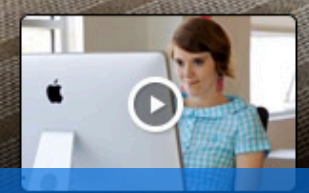


Find a place to stay.

Rent from people in 29,395 cities and 192 countries.

Where do you want to go? Check in Check out 1 Guest [Search](#)

Introducing
WISH LISTS




Discover, save, and share your favorite places on Airbnb.


[Watch the video](#)

Good “do” example – Airbnb’s home page is the *opposite* of overwhelming and cluttered.


It's **Thursday Late Morning** Play music for:




Mercedes-Benz
Fashion Week




Work or Study (With
Lyrics)



Still Waking Up



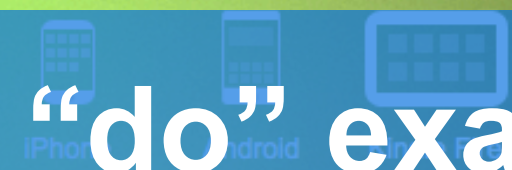
Brand New Music



Exploring Obscure
Sounds

Good music makes good times.

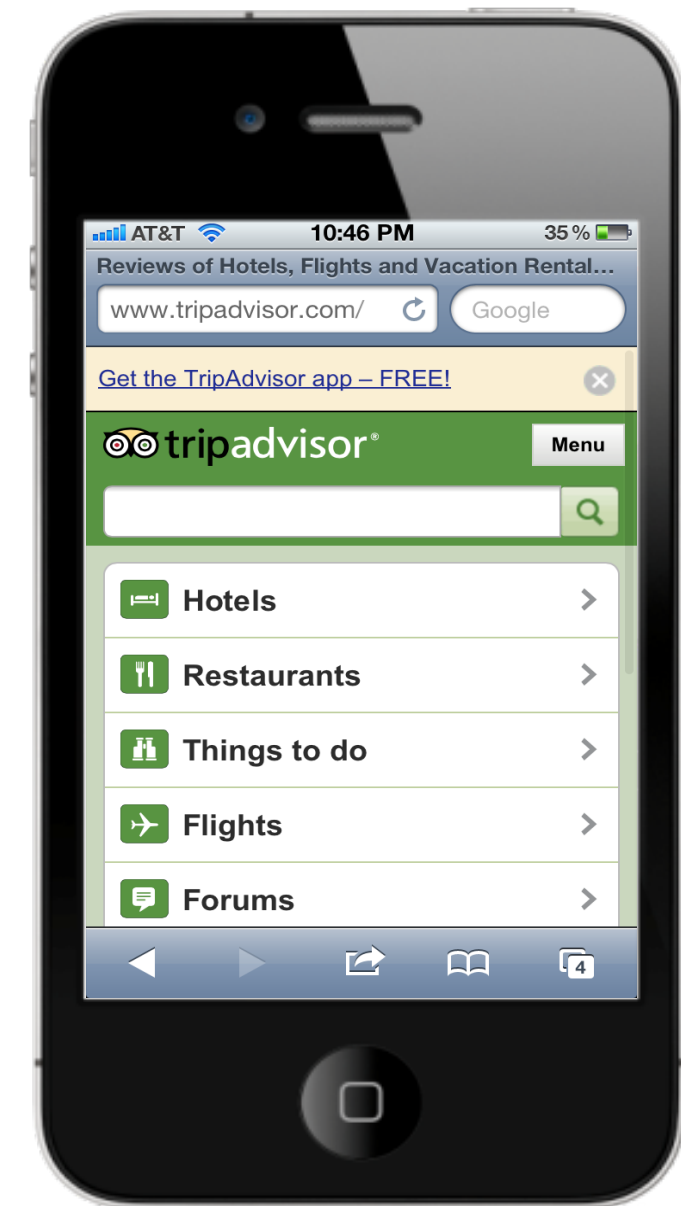
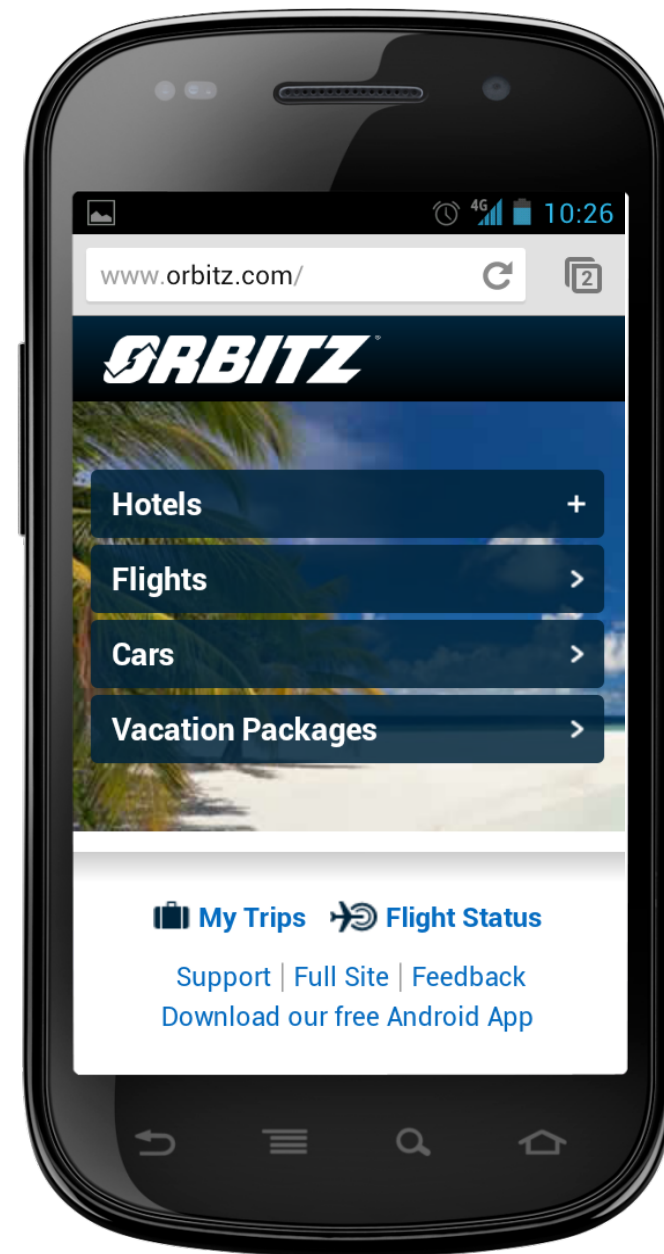
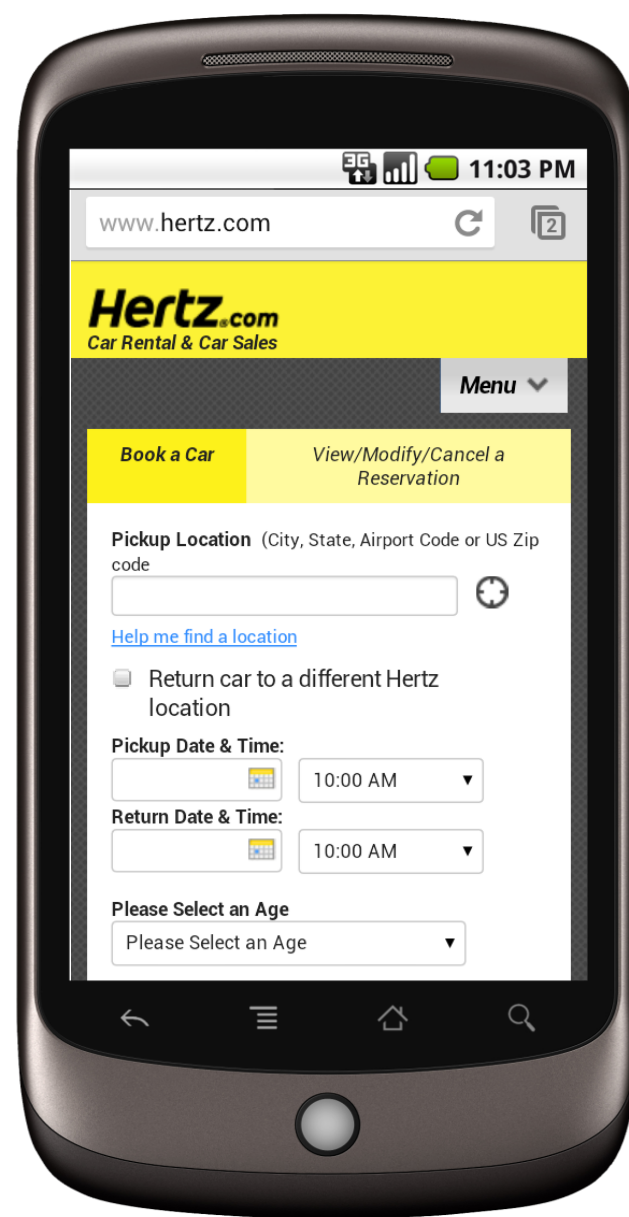
Playlists for...



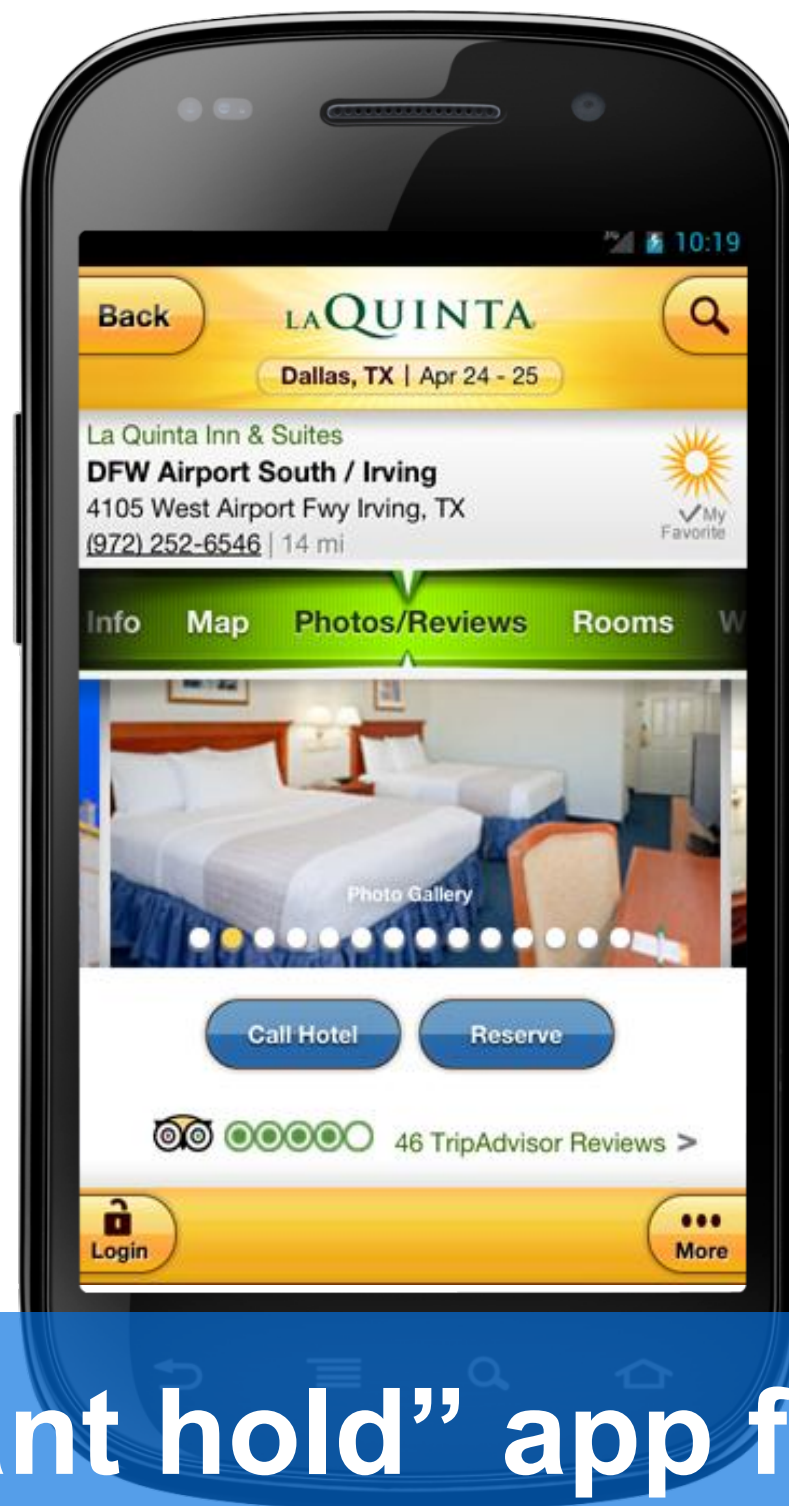
As Seen On:



Non-travel good “do” example – Songza is clean, simple, and easy to navigate.



Good examples of “do” for mobile web.



La Quinta's "Instant hold" app function is a brilliant "do" – reserve a room with your mobile number.



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CLICK TO START YOUR JOURNEY

MAKE A RESERVATION

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CHECK OUT: 09/07/2012

2 ADULTS 0 CHILDREN

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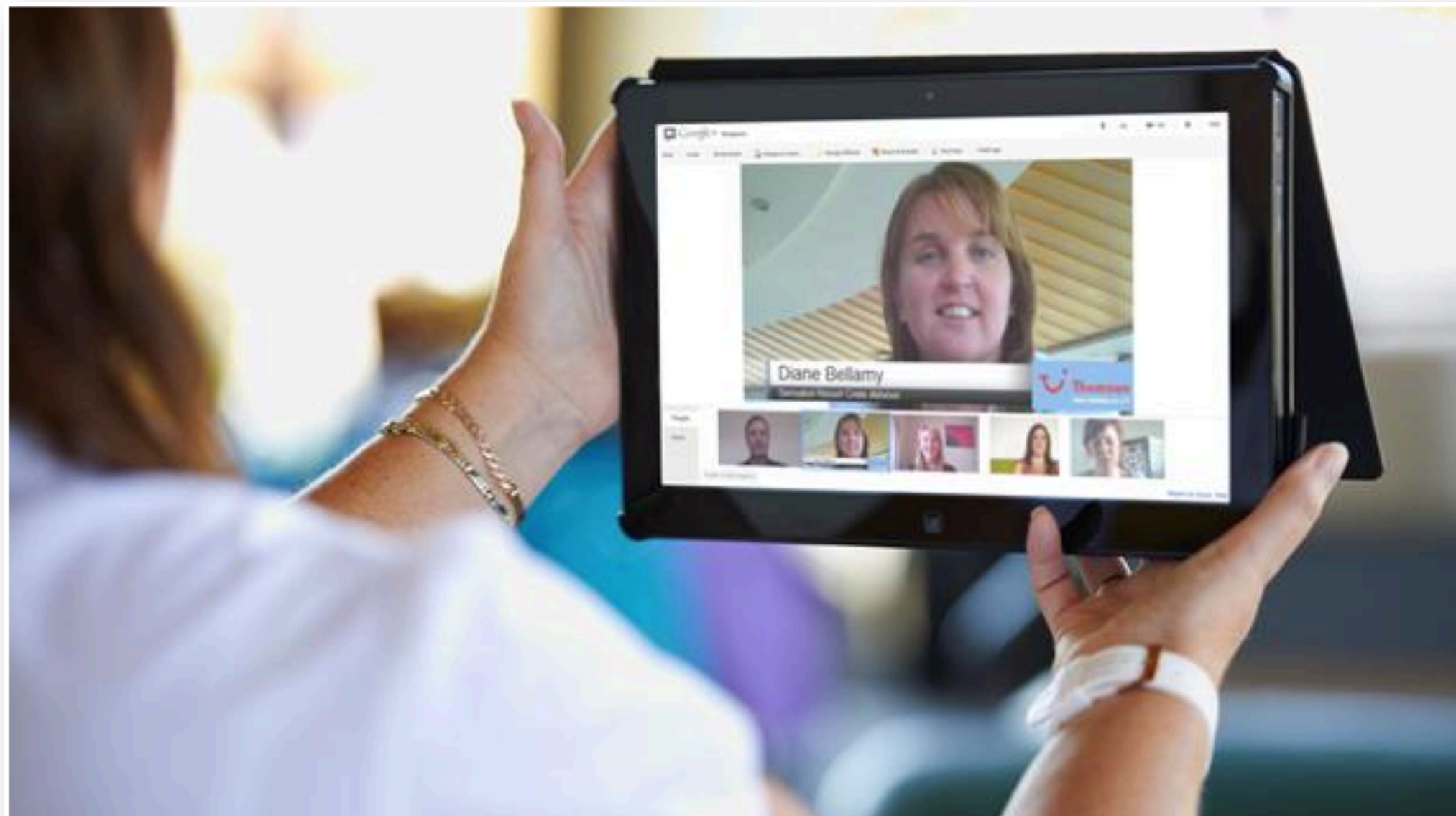
Venezuela, Colombia, Peru, Bolivia, Chile, Argentina, South Atlantic Ocean

Trip information

- 0 Destinations
- 0 Attractions

SEE DETAILS AND FINISH YOUR TOUR

Visit Brasil's YouTube channel is easy to use, innovative, fun, and reinforces their exciting brand.



Thomson Modernizes
Welcome Meetings with
Holiday Hangouts and
Hashtags
(August 2012)

Thomson cleverly uses Google+ Hangouts as a way to personally greet and inform guests before they arrive – great hospitality!

Action Items

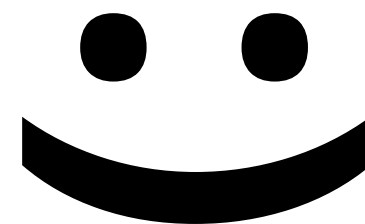
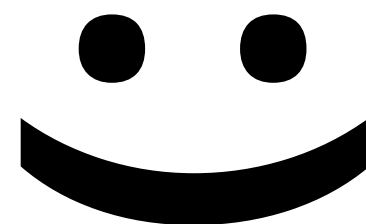
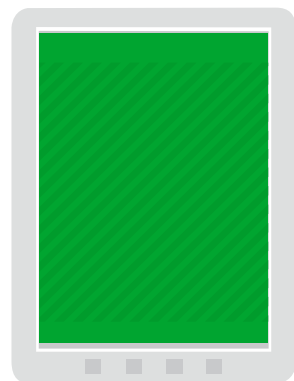
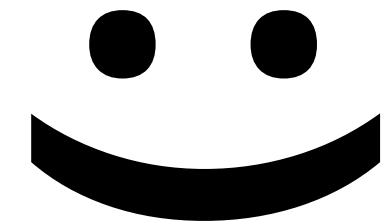
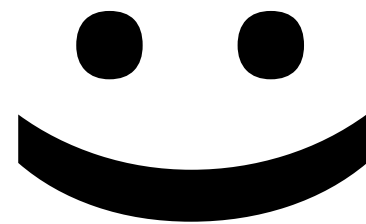
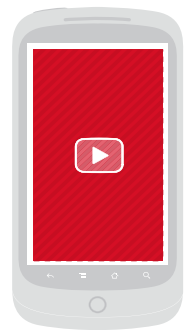
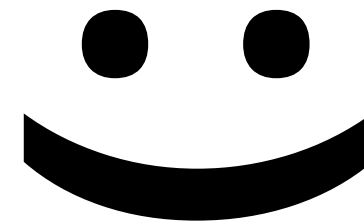
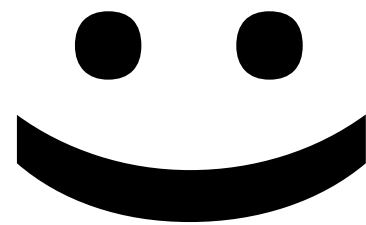
- 1) Know how you want your customers to feel
- 2) Pretend that you're the customer
- 3) Experience "finding" and "doing"
- 4) Do an honest assessment
- 5) Establish priorities and allocate resources
 - a) Identify your key customer segments
 - b) Prioritize your device strategy

Who will deliver across the board for next year?

find

do

feel



Thank you!