



Leading International Lodging Company uses Keynote Competitive Research Industry Study for Lodging Web Sites to Strengthen Brand Identity

Challenge

- Strengthen guest satisfaction and brand identity by improving the quality of its Web site

Keynote Solution

- Keynote Competitive Research Industry Study for Lodging Web sites

Results

- Provided detailed comparisons between its own sites and the competition
- Determined best-in-class examples that the company used to improve visitor experience on its site
- The site enhances guests' perception of the company's brands.

Company

This company is one of the leading hotel and leisure companies in the world with nearly 1,000 properties and 150,000 employees at its owned and managed properties.

Challenge

A leader in the highly competitive lodging industry and intent on continuing to grow, this company has embarked on a wide variety of initiatives aimed at strengthening its brand identity. Among these are efforts to expand its Internet presence and sales capabilities to increase revenue and improve customer service. As the company works to enhance the quality of its sites, the Vice President of Global

Web Services, advised that "Any insight is important to us."

The Keynote Solution

As it actively sought out input on its Web site, the company became one of the first subscribers to the Keynote Competitive Research Industry Study for Lodging Web sites. The study, which is performed annually, determines which of the included Web sites—Expedia, Hilton, Hotels.com, Hyatt, Lodging.com, Marriott, Orbitz, Priceline, Sheraton, and Travelocity—were most successful in terms of satisfying customers, driving customer acquisition, and supporting the company's brand.

About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance. As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

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During the course of each study, Keynote captures more than 2,000 prospective customers interaction with the sites, asking users to provide their reactions and answer questions as they perform the following tasks:

- Find Lodging - Using the online travel agency or hotel site to find and evaluate lodging that would meet their needs;
- Book Lodging - Choosing a specific accommodation and proceeding through the booking process;
- Customer Support - Using the customer support information and resources available on a site to address a specific problem or question.

Keynote records their behavior and captures their responses, measuring more than 250 metrics across each site. Keynote then assesses the impact of the user's experience through a range of indices and a driver analysis to better understand which sites delivered the best business outcomes and what were the key drivers behind this success.

The company elected to use the Keynote studies, said the vice president, "Because I liked their study methodology of observing people in their natural environment, rather than in an artificial environment, and because we thought the study would provide a clear measure of how we stack up to our competition."

Results

By taking advantage of Keynote's Lodging Studies, the company has been able to improve its site. Said the vice president, "We gained visibility into what resonated with guests across a variety of sites. For example, guests indicated the value of transparent pricing with all the taxes and fees clearly broken out; customers really liked that so we incorporated that enhancement into our site to drive more value for our guests."

Customer service turned out to be another critical focus. The vice president said, "We found that our guests' perception of our customer support option varied depending on where we placed it on the page and how easy it was to find. So another enhancement we made as a result of the studies was to increase the prominence of our customer support option to make it more visible."

Through Web site changes made as a result of the Keynote Lodging Studies, the company has been able to enhance guest satisfaction and the strength of its brand. Said the vice president, "Keynote measures how someone feels about our brand before their visit to the site and then comes back to determine how the site has impacted the guests' perception of the brand. We are very brand focused and our scores reflect a higher rating of the brand after guests' experience the Website."

