

# A Leading Hospitality Management Company Rolling the Dice with IBM Digital Analytics

## *About the Client*

The client is a Hawaii-based hospitality management company founded in 2001. The company provides full-service management including sales, marketing, Internet distribution, individualized branding, reservations, as well as revenue management to maximize profitability. Currently representing 25 contemporary properties on Oahu, Maui, Kauai, Hawaii Island and Guam, they offer full-service resorts, stylish boutique hotels, comfortable budget properties and a historic hotel within a UNESCO World Heritage Site.

# At a Glance

**INDUSTRY** | Hospitality

**LOCATION** | Hawaii

## USE CASE

Frequent travellers often browse through the site for reservation purpose. The challenge for client is to make their website the most preferred ones among frequent travellers. To measure and test the benefit of technology and user behaviour they wanted to have analytics implemented.

## CHALLENGES

Keeping up with the behaviour of the customers was an important aspect to be covered in analytics on the newly built multi-site environment. They also wanted to be clear on when and where certain events were to be raised.

## Business Challenges

Due to the company's business model, majority of the client's customer used their website for reservation purpose. Keeping up with the behavior of the customers was an important aspect to be covered in analytics on the newly built multi-site environment. They also wanted to be clear on when and where certain events were to be raised. Along with all these requirements, the company wanted to make sure that the user life-cycle can also be mapped to analytics, throughout all websites including the third party reservation system.

The Analytics development was supposed to provide a platform built into their backend portals where their team can easily make changes to adjust page naming, product mapping, event activity and user information gathering.

## Our Approach

Royal Cyber Digital Analytics Implementation team helped the company by making applicable changes to their website and backend without modifying the website's functionality to incorporate much needed new functionalities.

- 1 Royal Cyber provided a hierarchal view of every site and hotel booking as independent / hierarchical entity to provide both deep dive and shallow dip reports.
- 2 The backend of the portals were appended to give space to new options while keeping the old functionality.
- 3 Now the team can easily make changes to page naming conventions & product categorization through easy to use text boxes while event execution & user information gathering could be initiated by selection of check boxes making it easier to manage for current and all new sites to come in future.

- 4 Royal Cyber implementation team also made sure that the newly developed changes would not degrade page loading times.

## RESULTS

The client achieved the following results:

- 1 The client transitioned immediately from a test to a full-scale engagement with customized analytics
- 2 All the performance data was enabled for each category in a single dash board
- 3 Real time insights on user life cycle
- 4 Understanding and better insights of user behavior on websites
- 5 Analyzing Conversion & abandonment of different goals/events

## SOLUTION

Royal Cyber Digital Analytics Implementation team helped the company by making applicable changes to their website and backend without modifying the website's functionality to incorporate much needed new functionalities.

## Key Takeaways

- › Increased its overall traffic by 95%
- › Increased the number of new visitors by 118%
- › Increased its revenue by 36%.

# About Royal Cyber:

## Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace. Today we stand tall as a **One Stop Shop for all your IT needs.**

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