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FACE THE  
CHALLENGES OF  
MULTI-CHANNEL  
DEMAND TO  
IMPROVE YOUR  
SALES  
CONVERSION



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# BACKGROUND



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What Channels are delivering demand to your business ?

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How do we resource these channels ?

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How can we resource these channels ?

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What business do they deliver ?

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Let's look at a specific channel

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## **UNDERTAKE AN ANALYSIS OF THE RESPONSIVENESS OF LUXURY HOTELS TO ENQUIRIES MADE BY EMAIL AND ONLINE CONTACT FORMS.**



- ▲ 130 - 4 and 5 Star hotels sent 3 emails in November 2024.
- ▲ 3 types of requests sent to each hotel, partner get away for special occasion, family stay and dog friendly visit.
- ▲ Emails sent out at weekend, business hours and in the evening Monday to Friday





## Iron Men Event

Swim 2.4 miles

Cycle 112 miles

Run 26.2 miles



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# RESULTS

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What was the percentage of responses not answered ?

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Where was the better response, generic emails or online forms ?

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What were the results by enquiry type?

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What time of the week produced the best response ?

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How did the regions perform?

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## WHAT WAS THE PERCENTAGE OF EMAILS NOT ANSWERED ?

No response to 29.4% of all emails sent

Better on generic or contact forms ?

Email 66% responded, contact forms 73%

Estimated value of business not responded to £62,800

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## WHAT WERE THE RESULTS BY ENQUIRY TYPE

Dog friendly 78%  
responded ?

Family request 62%

Special Occasion 73%



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WHAT TIME OF THE WEEK  
PRODUCED THE BEST RESPONSE  
TIMES ?

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Weekend 70.6%

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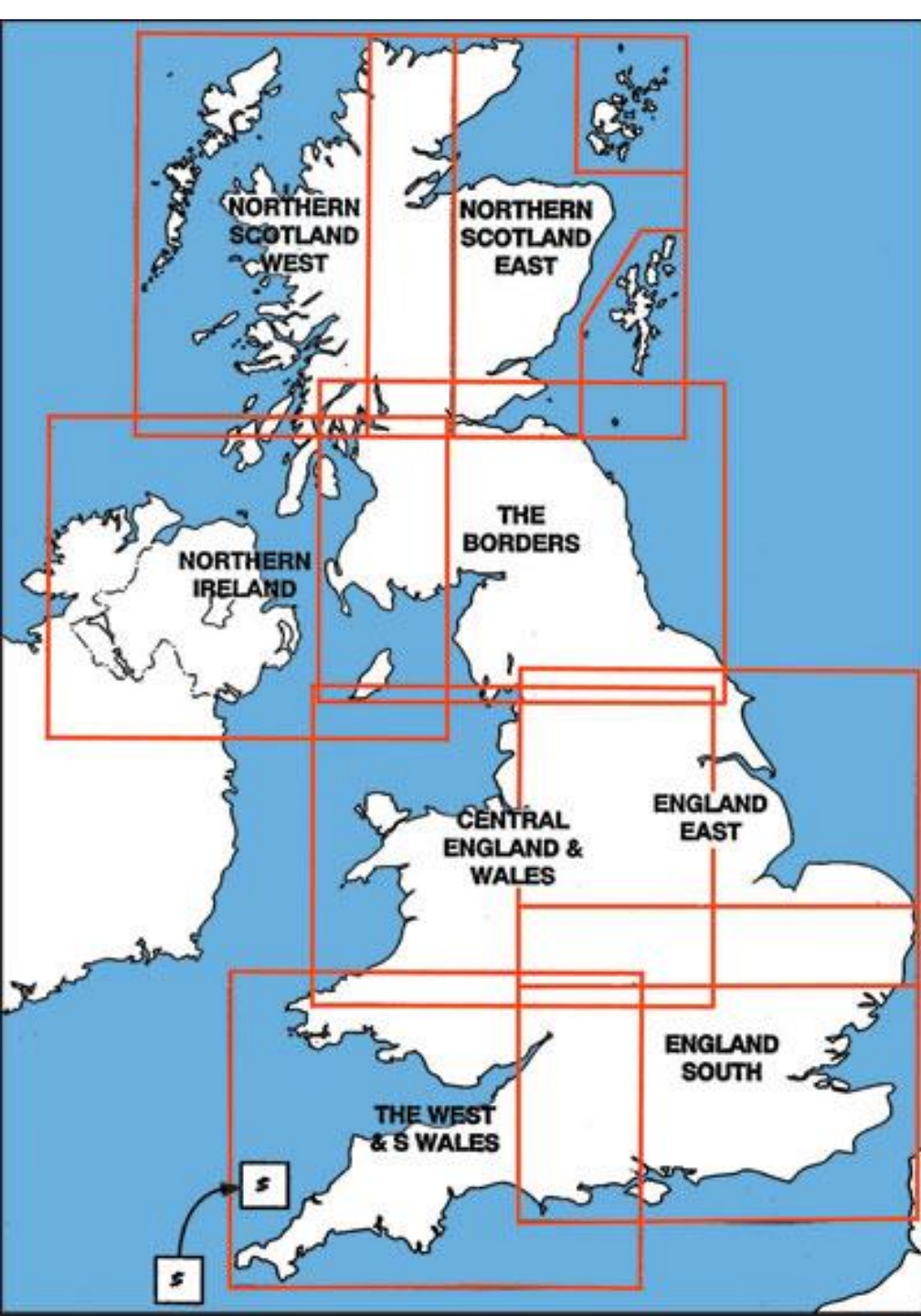
Business week 61.5%

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Monday- Friday evenings 79.84%

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## HOW DID THE REGIONS PERFORM?

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Scotland	68%
Northern England	83%
Middle England	62.5%
South West England	88.6%
London	56.0%

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## HOW DID THE BRANDS AND MARKETING CONSORTIA PERFORM?

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Our Clients	58%
Preferred Members	58%
PoB Pride of Britain.	82%
Harbour Hotels	97.5%

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## RESPONSIVENESS

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Within 8 hours	50.38%
8-16 hours	3.89%
16-24 hours	12.72%
2 days	2.85%

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12.5 hours



17.5 hours





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## WHAT CAN BE ACHIEVED?

Options out there

Software and AI involvement

Needs of your business

Commercial impact

Case Study



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## WHAT CAN BE ACHIEVED?

Software chosen - Five9

Hotel Group

Results

Commercial Impact

Reports



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# WHAT IS ON OFFER ?

Phone traffic

Email management

Livechat

SMS

Social media





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## CASE STUDY ?

Similar to other hotel response patterns

Implemented software to prioritise and monitor responses

Easy implementation and training

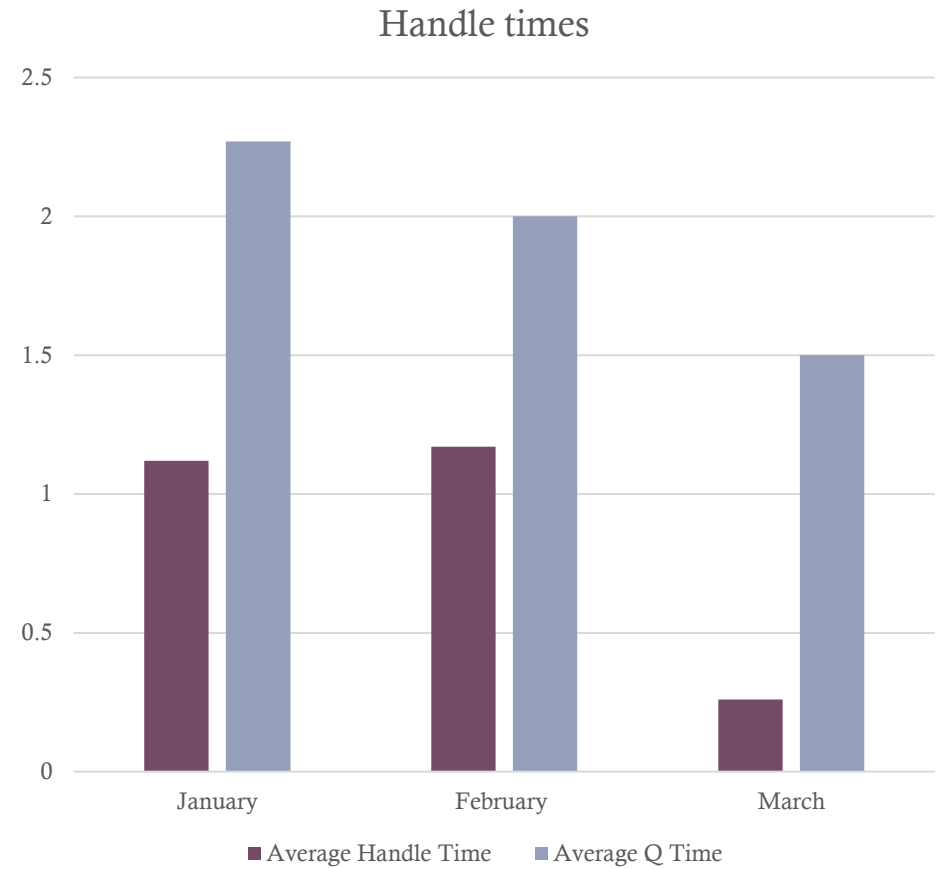
Added specific dispositions to process

Added revenue to process





# RESULTS

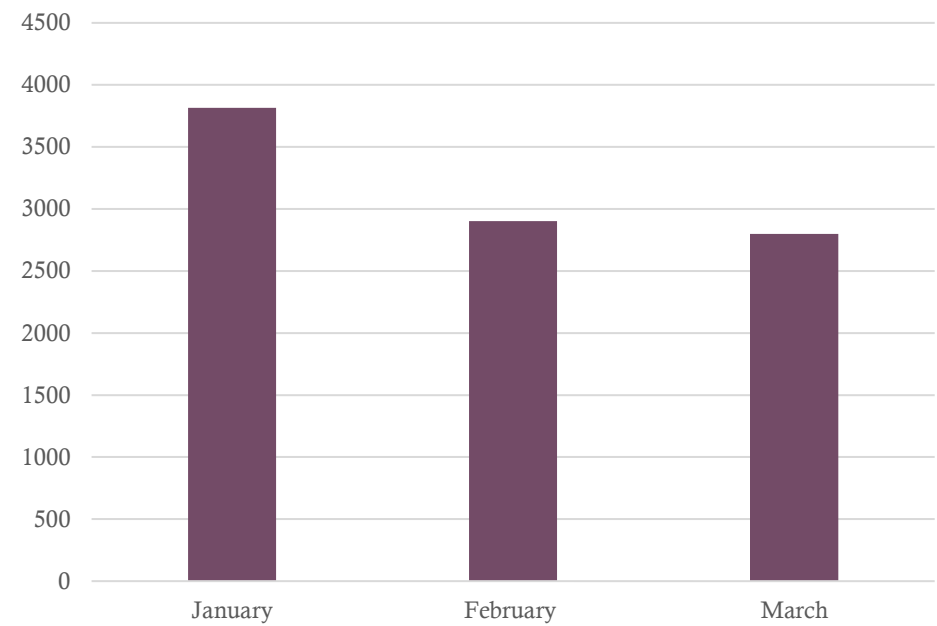




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# RESULTS

Emails handled

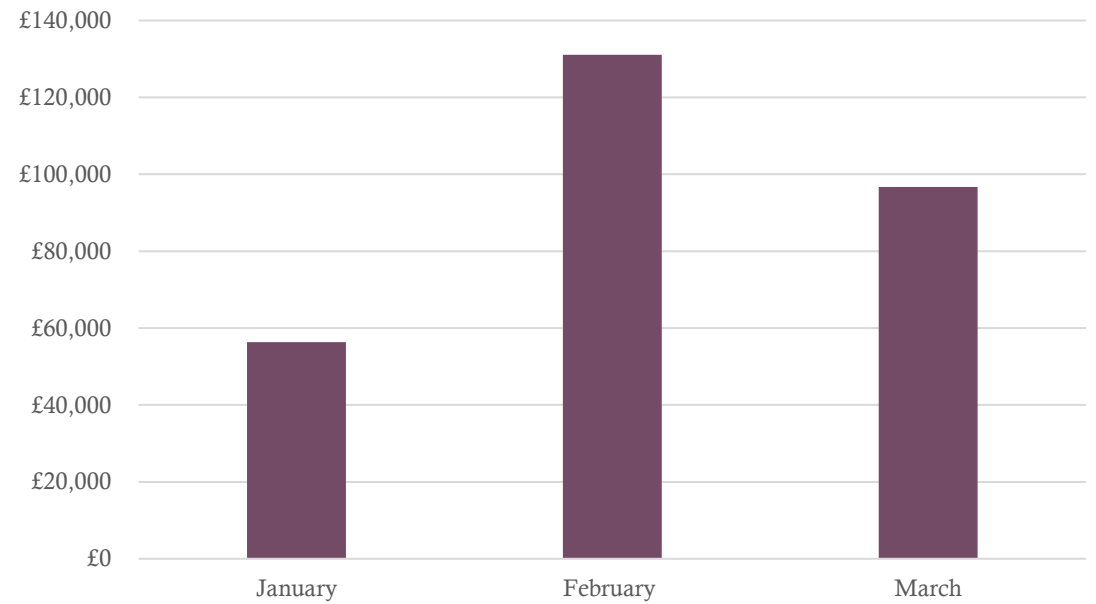




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# RESULTS

Revenue achieved

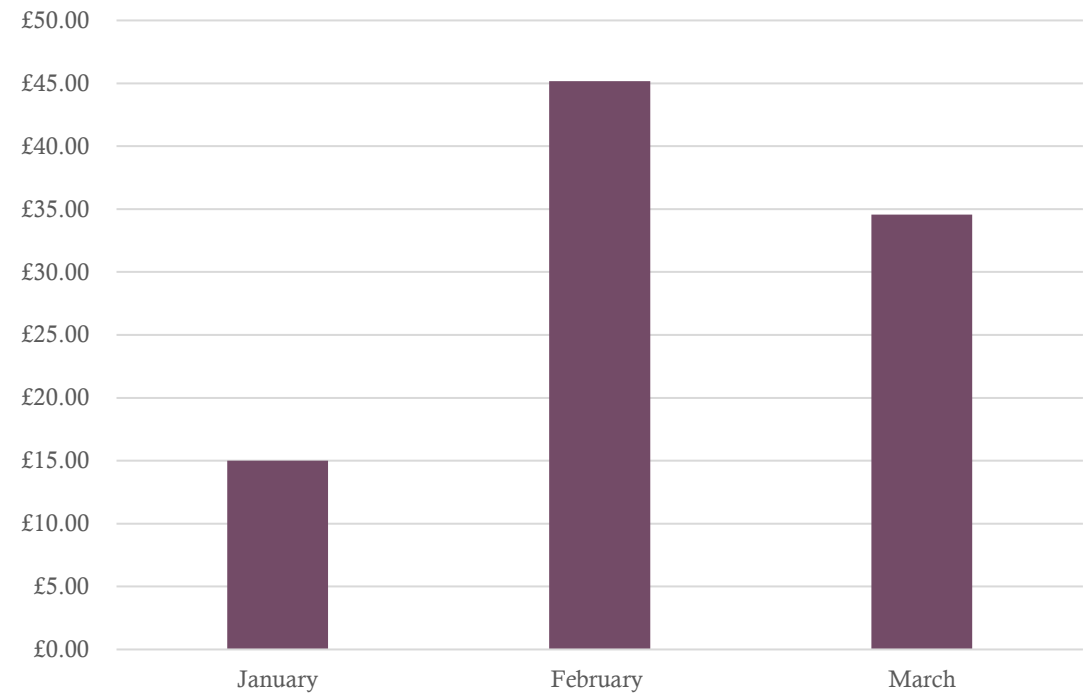




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# RESULTS

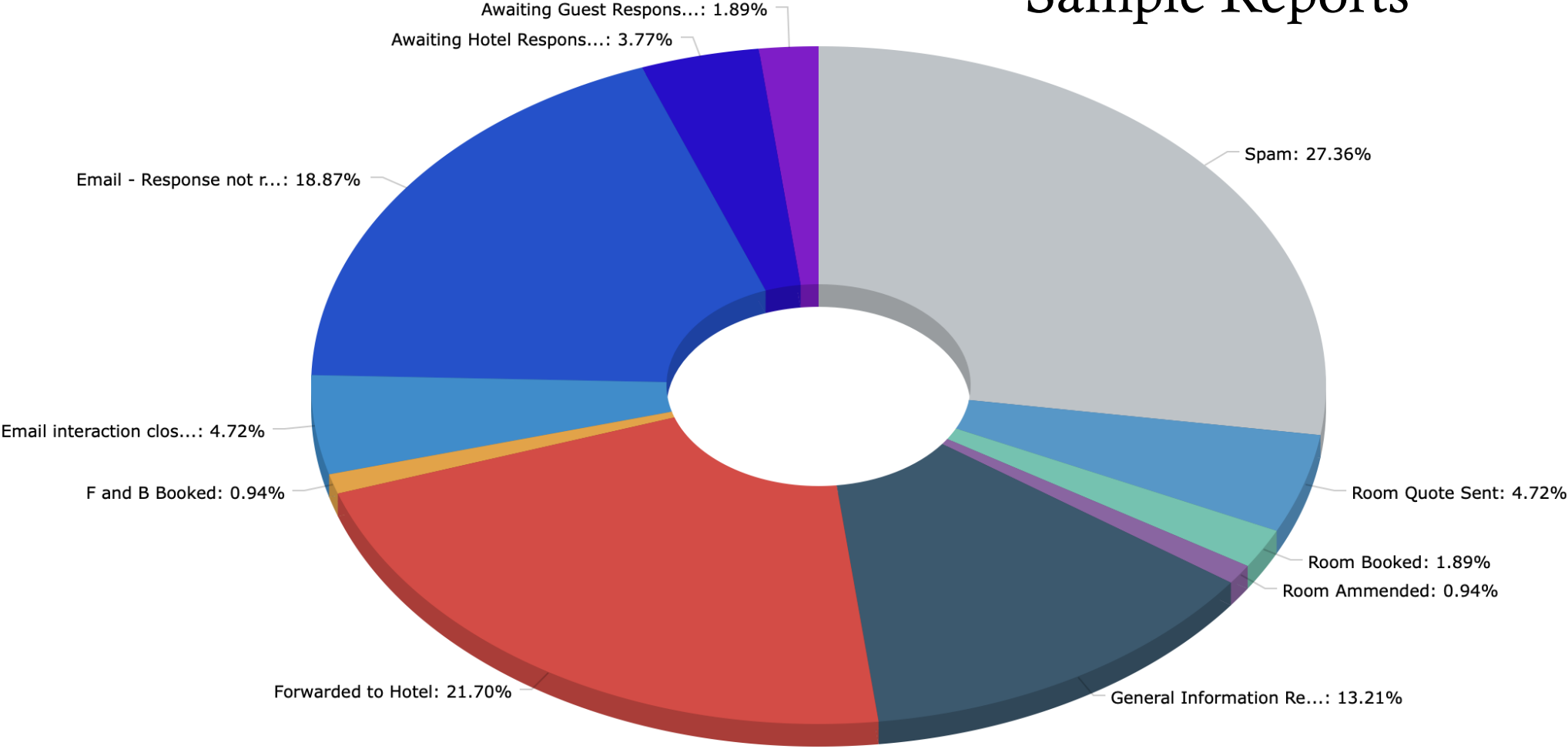
Revenue per email





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# Sample Reports

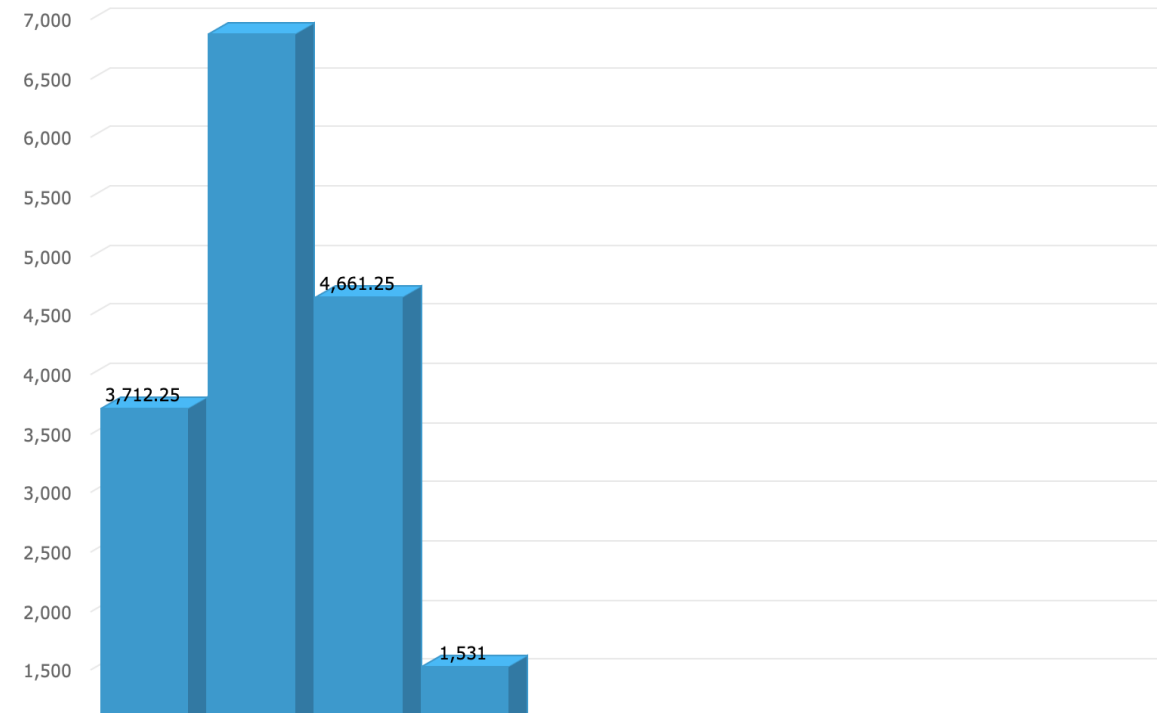




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# SAMPLE REPORTS

Revenue Amount Per Agent





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## SUMMARY

Big opportunity out there

Get engaged with the potential, get ahead of your competitors

Monitor and measure performance, will deliver results

Commercial impact on your business could be significant



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Commercial impact on your business could be significant





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Ah ? Responses to Spas was worse than hotels.

Oh ?- 3 emails were followed up or chased out of 385 sent.

Eh? - For the mention of special occasion “a Birthday”- 2 responses addressed that.

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THANK YOU

ALL THOSE  
CHANNELS THAT  
ARE POSSIBLY  
IGNORED NEED  
ATTENTION