

CLIENT STORY

GLOBAL HOSPITALITY BRAND

Engaging Welcome Experience Sets the Tone for Customer Journey Success

SOLUTIONS DEPLOYED

- Strategic Planning
- Digital Experience Optimization

BLASTX
CONSULTING



27%

Increased
Booking Rate



27%

Increased Booking Rate



10.5x

ROI After Experimentation



\$2.6M

Projected Increase in
Long-Term Revenues

Client Need

Hospitality is all about creating a welcoming experience that encourages customers to spend time and money with a brand. The initial experience sets the tone for a customer's entire journey, so making a good first impression is key. This global hospitality brand wanted to start on the right foot and ensure their experience offerings were up to the task and setting the right tone from the beginning. They partnered with BlastX Consulting for testing and expert guidance toward creating and fostering world-class experiences.

BlastX Consulting Solution

BlastX Consulting worked with this brand to jumpstart their digital experience and engage users earlier in their journey. Core components of this solution included:

- Recommended changes that made it easier for users to find accommodations and deals **truly customized to their needs**
- Created a tailored strategy to **welcome new customers and boost engagement**
- Presented plans for an early funnel experience focus aimed at **expanding customer volume**

The results were fantastic: as we anticipated, engaging customers early in the journey fostered faster investment and resulted in a 27% higher booking rate, ultimately leading to a 10.5x ROI and a projected 1-year impact of \$2.6 million.