

Vizergy Booking Engine

Making Conversions Easy

In the travel industry, a large amount of time and energy is spent creating the perfect website that mirrors your property's personality and allows your ideal guest to see themselves there. A lot of thought and planning goes into making it user friendly and easy to navigate, but if the same amount of care isn't put into making the booking engine just as seamless, it can be off-putting for visitors and lead to them abandoning the reservation.

One of Vizergy's clients was having that same challenge - bringing qualified visitors to the site through a variety of marketing efforts, getting them to the booking engine, but then seeing a drop in conversions. They challenged Vizergy to find where the disconnect is and see how we could address and fix the issues.

The Client

The property is in a highly competitive travel market in Pennsylvania and has just under 100 rooms and suites.

The Challenge

Their booking engine had limitations like:

- Minimal customization options
- Inconsistent ADA compliance
- Disjointed branding that was not consistent with the website

The Goals

- Increase direct booking conversion rates
- Seamless integration with property's website and brand



How We Did It

Vizergy did a full audit of the entire conversion experience and found a number of potential frustration points for a would-be guest trying to make a reservation, mainly within the booking engine itself.

Vizergy then spearheaded a migration to our booking engine so the client could enjoy a fully customized, user friendly, and ADA compliant platform. Some of the benefits that weren't offered before moving to our system are:

- PMS interface with the ability to automate managing rates, reservations, and inventory
- Channel management through our Channel Connect product, which allows the client to manage Inventory and rates across all channels from one central location
- Enhanced custom reporting for detailed insights into performance
- Dedicated account manager who provides rate strategy guidance and goal-based recommendations

Once Vizergy identified the problems and offered the solution, there was an immediate and noteworthy uptick in conversions. In fact, in a one-year timeframe after migration, the property's **revenue increased by 63%** and is holding strong!

To see how we can optimize conversions and provide you with a powerful booking engine, reach out to us:

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