Hyatt
Supporting travelers worldwide

Hyatt
Chicago, Illinois
www.hyatt.com

SapientNitro
www.sapient.com/en-us/sapientnitro

Hyatt delivers rich, customized online and mobile experiences for travelers worldwide with Adobe Experience Manager and Adobe Analytics

With more than 450 hotels, resorts, and residential and vacation ownership properties worldwide, Hyatt is a global hospitality company with widely recognized, industry-leading brands and a tradition of innovation. By focusing on making a difference in the lives of the people it touches each day, Hyatt strives to become the most preferred brand in each segment that it serves for its associates, guests, and owners.

Hyatt's web presence plays an important role in its business, giving customers complete information and tools to purchase and manage travel and hospitality. Over time, this presence had grown to more than 600 websites in more than ten languages, including hotels, restaurants, and corporate sites—all maintained manually.

To improve the online experience for its customers worldwide, Hyatt set out to adopt a more robust platform that would support comprehensive web analytics, robust web content management, multilanguage support, and an open architecture. The goal was to quickly and accurately respond to customers' changing demands and continually introduce new web content that would strengthen the company's brand and help drive online revenue.

"Our objective is to make Hyatt websites the best place to plan, purchase, and manage travel and hospitality," says Bill Bernahl, vice president of eCommerce at Hyatt Hotels and Resorts. A superior online experience would do more than build customer satisfaction and loyalty; it would also deliver a substantial bottom-line impact. Across the hospitality industry, hotels save an average of $10 to $15 for each transaction booked on their own website rather than through an intermediary or other alternative channel. These savings are complemented by increased opportunities for upsell, cross-sell, and improved conversion rates through a more relevant experience.

Challenge

- Create an industry-best web presence for travelers to plan, purchase, and manage travel and hospitality
- Launch new online marketing initiatives more quickly and efficiently
- Provide locally tailored content for hundreds of locations and properties in multiple languages worldwide

Solution

- Leverage Adobe Experience Manager, part of Adobe Marketing Cloud, for robust, flexible content management throughout the global organization
- Use Adobe Experience Manager to power content delivered via traditional online channels and mobile apps customized for individual properties and travelers
- Optimize online customer experiences using insights gained through the Adobe Analytics solution

Benefits

- Accelerated web content updates from three weeks to five minutes
- Added support for multiple key languages across all of *Hyatt.com*
- Introduced high-quality mobile experiences for travelers
- Simplified the creation of new experiences through an open, cloud-based platform
- Strengthened brand marketing by gaining new insights into the impact and activities of customers active on social media sites

Working with its main digital agency, SapientNitro, Hyatt completed a rigorous evaluation of options for improving online customer experience, eventually selecting Adobe Marketing Cloud, including the Adobe Experience Manager solution, including web content management, digital asset management, and social communities capabilities. Hyatt is also leveraging the multi-site manager capabilities in Experience Manager. "We worked closely with SapientNitro to look at all the major players, studied the analyst reports, and made the right choice for our organization," says Bernahl.

Seeking to empower what could be hundreds of content contributors worldwide to maintain their own website content, Hyatt needed a simple-to-use platform. "Adobe Experience Manager provides a very visual experience for users, making it easy to access and work with content. Combined with Adobe's leadership on open standards, its record of innovation, and its proven solutions for building multilanguage sites for large corporations, this put the product in an entirely different category from the competition," says Bernahl. Hyatt Director of Technology John O'Neill cites an additional advantage: "The fact that the Adobe solutions are based on a Java™ Content Repository (JCR) rather than a database gives us a much smaller footprint to manage backup and recovery, which helps us reduce costs."

Starting fast with a cloud-based solution

Hyatt chose to have its implementation of Adobe Experience Manager hosted in the cloud by Amazon Web Services, an approach that helped the company implement quickly with frictionless scalability. "Ordinarily, we'd have to spend two months getting a product like this up and running. Instead, we set it up on Amazon in two days with a scalable, highly available solution. It's an example of how Adobe is thinking about all parts of the value cycle," says Bernahl.

For its first project, Hyatt worked with SapientNitro to create a new digital press room to enable customers, hotel partners, and media to easily find information of interest, from the opening of new hotels to new offers and promotions. A Hyatt blog built using social communities capabilities within Adobe Experience Manager allows customers and other visitors to comment on Hyatt's posts. "The PR teams that manage our blog and press room are not technical people, but they need to be able to manage events and publish information quickly. Adobe Experience Manager makes this process simple and intuitive for them," says O'Neill.

Hyatt next began to move its websites for brands including ParkHyatt and Premier Restaurants into Adobe Experience Manager. "Our approach has been to start simply, move fast, and learn on the fly, using each project to explore new areas of Adobe Experience Manager," explains Bernahl. "We've been very happy with the way this has worked out."
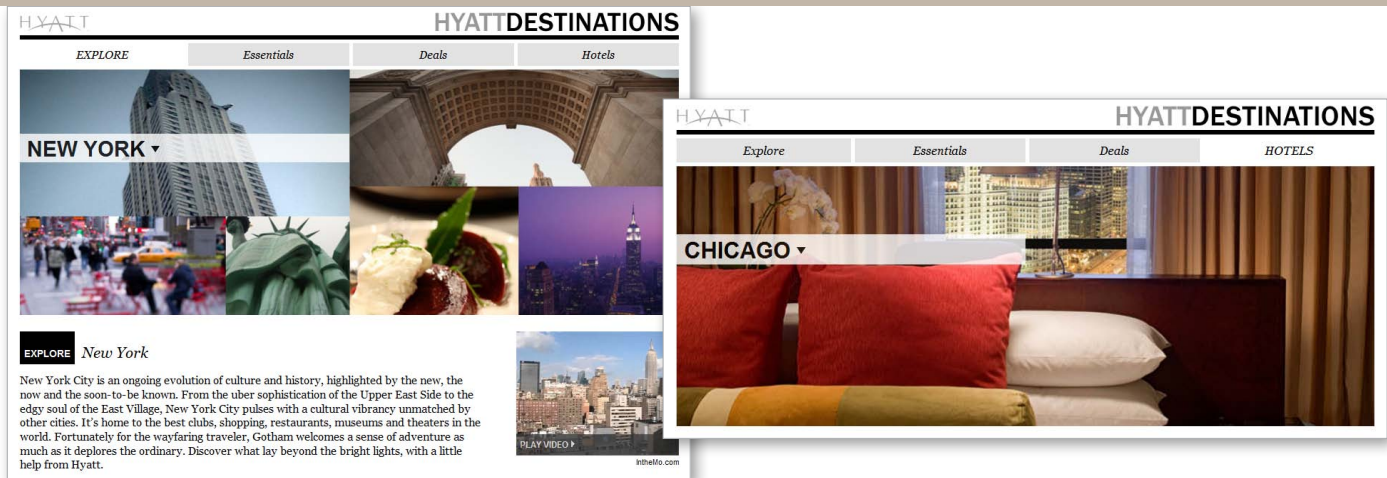
> *"Moving to Adobe Experience Manager creates a new world of flexibility on our brand sites by making our content easily available in an open Java repository. This will help us support different kinds of media more flexibly, from photos and videos to interactive 360-degree tours."*

Bill Bernahl
Vice president, eCommerce,
Hyatt Hotels and Resorts

Customized landing pages have been created for each of the company's 200 Hyatt Place properties, providing customers with easy access to information about local weather and scheduled events as well as how to use hotel services and check out. Adobe Experience Manager makes it simple to integrate feeds from USA Today, weather forecasts, mapping functionality, and other rich features. Hyatt's Premier Restaurants came next, including an umbrella site as well as location-specific sites that can be branded individually by property managers. This was followed by the rollout of the websites for Hyatt Vacation Club ownership properties, which were completely redesigned using Experience Manager to incorporate video and other visual content. As the next step, Hyatt built deeper, templated destination landing pages for 18 top-tier locations such as Chicago, New York, and Orlando—soon to be followed by similar pages for international destinations—offering transportation information, things to do, and other insider tips.

Delivering richer experiences, faster—worldwide

On Hyatt's legacy web publishing platform, simply changing a phone number on a hotel site could take as long as three weeks. With Adobe Experience Manager, content changes can be handled in a matter of minutes. "Moving to Adobe Experience Manager creates a new world of flexibility on our brand sites by making our content easily available in an open Java repository. This will help us support different kinds of media more flexibly, from photos and videos to interactive 360-degree tours," says Bernahl. Adds O'Neill, "We can provide much richer imagery and content than we have in the past, while working within a set budget."

The speed and simplicity of Adobe Experience Manager will make it possible for Hyatt to manage its global web content with a team of only seven people, aided by consulting partners for individual hotels. The company has already moved over 600GB of images into the Experience Manager solution using its digital asset management capabilities and has published more than 500,000 web pages, drawing over 250,000 visitors each day. Projects are now underway to redesign major elements of the *Hyatt.com* site.

Going mobile

The open architecture of Adobe Experience Manager makes it simple for Hyatt to extend its content across channels—including new mobile apps. "It's our intention to provide the best apps in the industry," says Bernahl. Information published to individual hotel websites is published automatically to Hyatt's iPhone app; an Android™version is nearing completion, with a Japanese version soon to follow.

On-the-go customers can find hotels, book rooms, review their own upcoming reservations, and check loyalty point balances. Once onsite, the app becomes the customer's portal into the property, providing an easy way to check in and access information about daily events at the hotel. Hyatt is currently testing new features like the ability to order food and beverages, request additional pillows and other housekeeping services, and ask the valet to retrieve a hotel guest's car.

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Robert Fracassa
Corporate manager of digital analytics,
Hyatt Hotels and Resorts

Toolkit
Adobe Marketing Cloud, including Adobe Experience Manager and Adobe Analytics solutions. Capabilities used include:
• Web content management
• Digital asset management
• Social communities
• Adobe SiteCatalyst
• Adobe Discover

For more information
www.adobe.com/solutions/ digital-marketing.html

Providing an optimal customer experience

Hyatt uses Adobe Marketing Cloud to optimize the online user experience it provides using the Adobe Analytics solution, including Adobe SiteCatalyst® and Adobe Discover®. Integrated analytics help identify how customers navigate and interact with Hyatt websites. "There's no point in building something if you can't optimize and refine it," says Robert Fracassa, corporate manager of digital analytics at Hyatt. "We use analytics for everything. If we're going to redesign anything on our sites, we start by looking at our Adobe data to see where people may be encountering problems or dropping off, and how we can improve their experience."

With the Adobe Analytics solution, more than 1,000 Hyatt executives and managers worldwide have quick insight into the performance of global and regional marketing campaigns. Managers can easily see how many visitors came to a website based on a particular campaign, where they came from, and which types of visitors signed up for services or booked rooms. Armed with this information, Hyatt executives can determine which campaigns are yielding the highest and the lowest returns, and then adjust the company's online strategies accordingly.

Adobe Discover enables Hyatt managers to filter customers and their online activities into more discrete segments. For example, the company can closely examine the online preferences of its Gold, Diamond, and Platinum Club members to see what offers are most appealing to them, or track customers by geography, language, or other identifiers to provide more customized online experiences.

Recently, some of the biggest advantages of using Adobe Analytics have been seen in shaping the company's social media and mobile strategies. "We can closely follow trends on social media sites like Facebook to see what our customers respond to," says Robert Fracassa, corporate manager of digital analytics at Hyatt. "We also used the insights from Adobe Analytics to make the case for the iPhone app for our customers. With Adobe Analytics, we identified a 400% increase in mobile visits over the past year."

A premier destination

As Hyatt continues to migrate more of its brand sites to Adobe Experience Manager, the flexibility, speed, and openness of the Adobe solutions will help the company respond quickly to the needs of its business as well as its customers through truly state-of-the-art online and mobile experiences.

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