

# Ritz Carlton Case Study

LUXURY BRAND DELIVERS CONTEXTUAL EXPERIENCES WITH EFFECTIVE MULTICHANNEL EXECUTION

## Overview

World-renowned hospitality brand Ritz-Carlton recognizes the crucial role of mobile in enriching the Ritz-Carlton guest experience. Ritz-Carlton started its journey into mobile in 2010, followed by a highly acclaimed mobile app in 2012. Today, its mobile experience continues to exceed customer expectations, playing a key role in the Ritz-Carlton guest experience.

## Business Opportunity

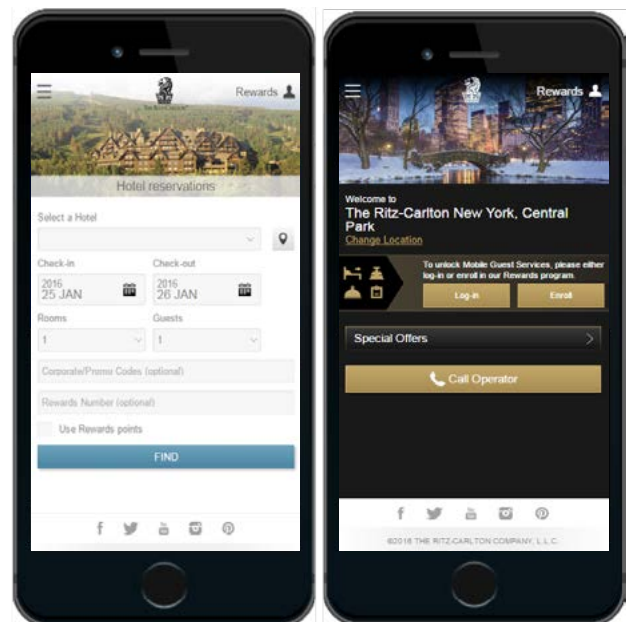
Ritz-Carlton's mobile strategy builds long-term loyalty by providing guests with digital touchpoints along their journey. Ritz-Carlton integrated its "Let Us Stay With You" campaign with mobile in 2012. The campaign delivered extensive information, tips and visitor stories to enrich the user experience. Ritz-Carlton looked to drive this campaign even further with a holistic strategy that included both mobile web and app, and deliver on the value proposition of the campaign: whether you are at home or at a Ritz-Carlton property, the Ritz-Carlton experience would always be at your fingertips.

From the Ritz-Carlton mobile website, users can easily make a reservation, join a rewards program, find offers or contact a local property.

## Executing the Ritz-Carlton Mobile Strategy:

### 1. Fully Functional Mobile Booking Site:

The Ritz-Carlton mobile website was built to bring a streamlined booking experience to its users. Today, booking remains the primary focus of the mobile site, but additional features, such as hotel, shop and spa information, the Ritz-Carlton Rewards program, and access to offers for specific Ritz-Carlton locations are available from each site's home page. Users are able to check in and will soon be able to access and order food and beverages on mobile while at a Ritz hotel.



## 2. Contextual Experiences via the App:

With a mobile site in place, Ritz-Carlton launched the first iteration of its mobile app in 2012, which supported the guest journey and engaged users both at home and on a Ritz-Carlton property. Built with a focus on user context, the Ritz-Carlton app was the first to offer a personalized experience based on location, switching automatically between these two modes:

**“At Home” Mode:** “At Home” mode catered to travelers using the app at home. It encompassed all the expected functionality of a hotel booking service, with a sophisticated design and streamlined booking path.

**The “At Hotel” mode:** Using GPS technology, “At Hotel” mode was activated when a Ritz-Carlton guest was on-site, and provided guests with personalized notifications, location-specific advice, concierge-like information and exclusive offers.

- The app used native functionality to enable guests to scan QR codes to discover more about hotel amenities and activities.
- Integrating with Foursquare, the app acted as a virtual global concierge, providing customers with a database of location-relevant tips, such as restaurants and tourist attractions.

**Social Engagement:** In 2014, Ritz-Carlton launched Travel Posters, allowing guests to transform photos from their Ritz-Carlton experience into vintage-inspired travel posters that can be shared on social media platforms using #RCMemories. By leveraging social, #RCMemories allows Ritz-Carlton guests to share their experiences in an impactful way by posting to Instagram, which then displays in the app.

## 3. Enhancements to Personalize the Experience:

In 2014, Ritz-Carlton took its mobile experience a step further: moving to “anticipatory customer service” on mobile web and app. Preceding this evolution, Ritz-Carlton conducted extensive research with global affluent consumers, and studied user preferences in order to ensure an improved and user-centric design that effectively enhanced the guest experience and appeal to a new generation of Ritz guests.

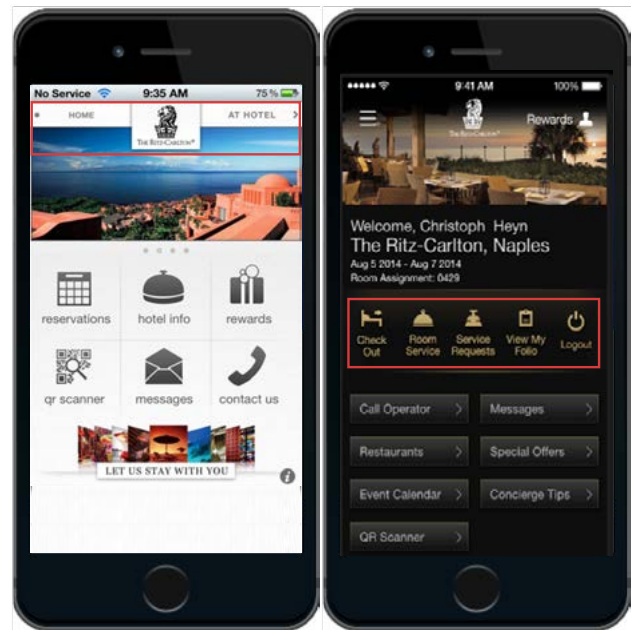


Figure 1.

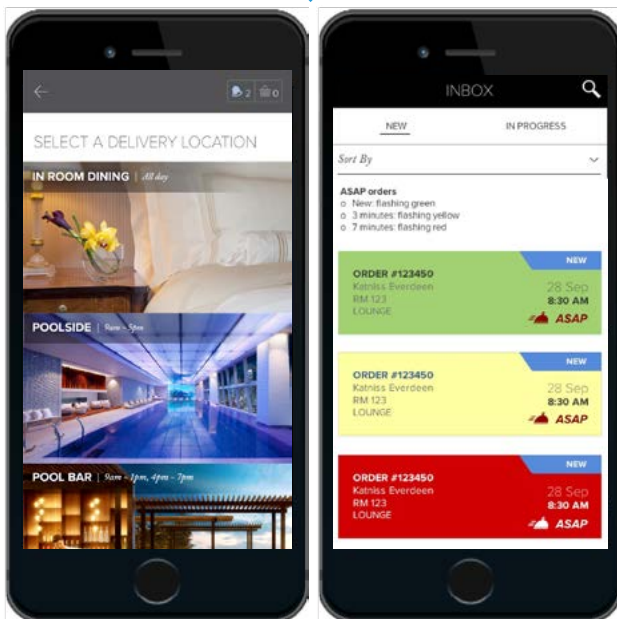
Figure 2.

The first iteration of the Ritz-Carlton mobile app offered relevant content by location in two distinct modes (Fig 1). The current app automatically offers guest services to users at a Ritz location, including luggage pickup and poolside ordering (Fig 2).

#### 4 . Mobile Food and Beverage Services for Guests and Employees

In 2015, Ritz-Carlton launched its mobile Food and Beverage service, available via the mobile site or app for on-premises guests. Guests can place dining orders for in-room or poolside delivery and receive real-time order status updates via notifications on their device. In parallel, a companion interface and app was developed for Ritz Carlton employees. With the guest app and employee app in sync, guests' orders are visible inside the employee app, so that an employee can view and fill both standard and priority orders, update order statuses to send back to guests, and deliver a great guest experience in the process. Both apps are powered by data from Micros.

Guest orders can be done on mobile web or in the app. Orders are updated in real-time: placed, in-progress, and delivered. Employees can manage expedited orders with color coded messages in their inbox.



#### Results:

The evolution of Ritz-Carlton's mobile offer is a step toward the brand's goal of reaching and engaging with guests. According to Christoph Heyn, director of mobile and digital guest experience at Ritz-Carlton, it is critical to "make mobile a part of your company's DNA [and] think about mobile broadly—about all screens and devices and the impact on [guests and] staff." Today, Ritz-Carlton creates a memorable, sharable luxury experience that builds the brand and establish customer loyalty.

Increases in usage and mobile revenue immediately following Ritz-Carlton's mobile launches highlight the success of their mobile initiatives. Ritz-Carlton has seen steady increases in revenues via mobile. App downloads and traffic to the RitzCarlton.com mobile site have tripled since the launch of the new Mobile Guest Services program. The app was downloaded over 37,000 times during the first two weeks of launch alone, and maintains a four-star rating in the App store.

Meanwhile, membership sign-ups from rewards members have seen a traffic and activity lift of over 50%, indicative of Ritz-Carlton's success in creating a mobile experience that guests value and use.

## Usablenet



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