Omni Hotels & Resorts
Case Study

Hospitality Leader Enhances a Responsive Mobile Strategy

Omni Hotels & Resorts is an international luxury hospitality brand regarded for its personalized customer service and high-quality guest experiences. Catering to both business and leisure travelers, Omni is dedicated to creating dynamic experiences for all customers and has consistently invested in digital to reach buyers across touchpoints. Active on mobile since 2007, Omni has continued to focus on improving the experience, launching multiple iterations of their mobile site in recent years. After investing in a Responsive website in 2014, Omni was challenged by poor site performance on mobile and a drop in booking in the mobile user journey.

⊕ Business Opportunity

Omni's decision to redesign its website responsively was the result of an internal need to streamline the management of digital channels. However, immediately following the switch to RWD, Omni was faced with unexpected business challenges: significant drop in bookings coming from mobile.

The new website raised concerns about performance, but also limited the extent to which Omni could personalize the guest experience for mobile context. From a mobile perspective, the responsive approach limited Omni's ability to leverage visuals and graphics to make booking a prominent focus on mobile and support Omni as a luxury brand.

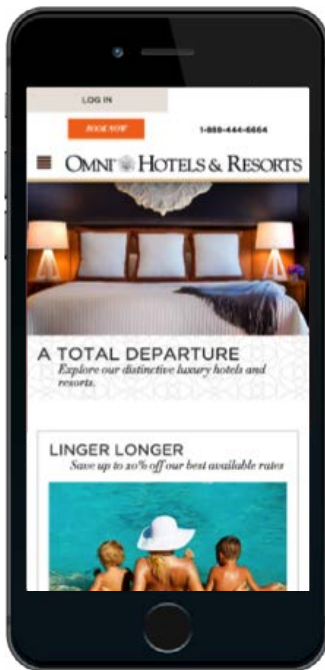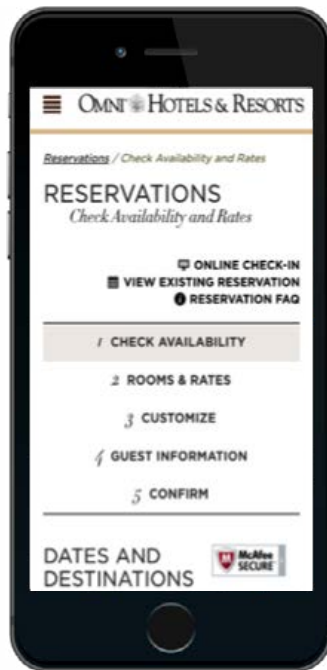## Before: Responsive Mobile View

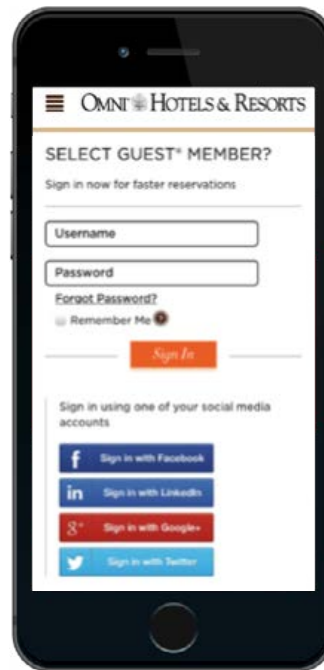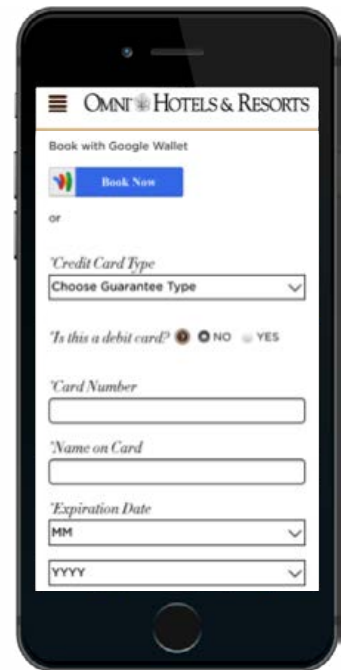*Figure 1.*   *Figure 2.*   *Figure 3.*   *Figure 4.*

Omni's initial responsive mobile view was not very engaging visually, and did not make booking a prominent feature on the home page (Fig. 1). The primary booking page (Fig. 2) promised a 5-step process, but included significantly more page loads. Checkout (Fig. 3-4) was long, with multiple steps for login, guest information and payment, all loading from separate pages.

To combat the performance challenge, Omni implemented Akamai (CDN) to increase site speed. They also added a 24-Hour Mobile Hold feature to their mobile site, to allow cross-channel users to lock in a rate or hold a reservation on mobile and follow through to booking on another device or at a later time.

Both improvements were aimed at addressing the challenge of lower mobile conversion on Omni's Responsive site while also streamlining the process itself. Nonetheless, while Omni did see an increase in mobile bookings, they did not achieve the success they wanted. Clearly, the booking process was still too complicated and too slow on mobile. Omni worked with Usablenet to build out a solution that would complement their existing RWD investment by leveraging the Usablenet platform and injecting Adaptive pages.

⚠ Project Challenges:

During 2015, Omni and Usablenet worked to design, build and launch a series of adaptive mobile pages into the existing RWD site. In essence, this meant that Usablenet injected back-end solutions into Omni's responsive source code to streamline the experience. Omni needed a mobile booking experience that was more engaging and intuitive, and that would support their customers through the full purchase journey. Because Omni's responsive website would continue to power the experience, one of the challenges of the project was to optimize the experience without APIs.

💡 Solution:

In executing the mobile solution, Usablenet optimized the web layer of Omni's existing site to improve speed, and separated the data and presentation layer of the mobile site to create a faster, more visual and more user-friendly site.

UX Enhancements: Omni's adaptive site today is a feature-rich guided experience with key visuals and clear navigation: a highly visual and user-friendly experience that is engaging and consistent with the brand's luxurious look and feel. For Omni's adaptive mobile site, Usablenet implemented an "At-Hotel" mode that offers on-premises mobile users a unique, contextual experience.

High-Resolution Image Gallery:
Omni's adaptive site includes a mobile image gallery, where users can browse sharp, high-quality images of Omni's locations to aid in discovery, inspiration and booking.

Streamlined Booking: While Omni's previous RWD home page did not make booking a prominent feature, the new homepage features a refreshed design with prominent booking functionality and allows users at an Omni property to check-in on mobile. Omni's RWD booking page promised a five-step booking and checkout flow, but required multiple unexpected steps and separate page loads. Omni now features a streamlined booking flow and consolidated on a single page.
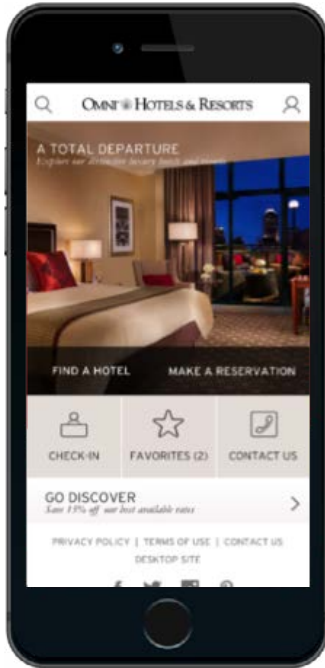
After: Adaptive Design Enhancements

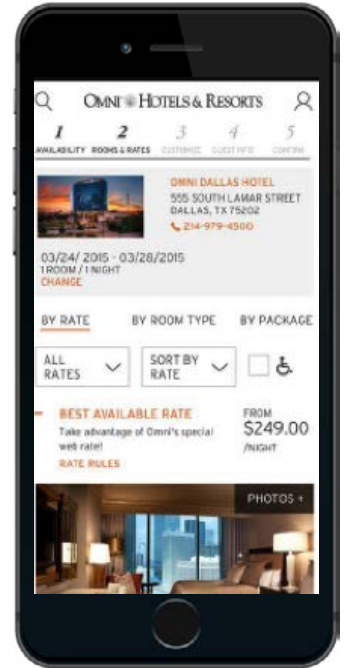*Figure 5.*   *Figure 6.*   *Figure 7.*   *Figure 8.*

Omni's hybrid RWD site now features a refreshed mobile home page (Fig. 5) with account options, a hotel finder and check-in features as well as a quick-loading image gallery (Fig. 7) where users can browse sharp, high-quality images of Omni's locations. "At Hotel" mode (Fig. 6) is available to on-site users and gives relevant information and concierge service. Omni's optimized booking and checkout (Fig. 8) keeps all booking details consolidated on a single page, including location and reservation details, rates and images.

Results:

With their hybrid RWD site and adaptive mobile content, Omni has maximized the customer experience for mobile users. Post-launch, Omni has seen twice as much revenue stemming from mobile compared to the year of their RWD launch. Today, mobile makes up nearly 40% of Omni's overall site traffic, with new visitors converting at a 25% higher rate and returning visitors' conversion rates jumping nearly 100%. With the adaptive enhancement to their site, Omni now caters to its guests as effectively on mobile as on-premises or on desktop, delivering a holistic and engaging multichannel approach to the customer experience.

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