

SUMMARY

Daugherty builds a robust website that improves booking process for hotel guests and provides easier maintenance process for internal IT staff.

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Website Redesign Improves Booking Process for Hotel Guests

BUSINESS CHALLENGE

A family-owned, regional hotel chain based in St. Louis wanted to improve the booking process for their guests. Their web presence consisted of three main website components: a home page, a personalized page, and a reservation application. It had been 4-5 years since their last website refresh and redesign. The CEO felt that they were making customers work too hard to make reservations online and wanted a website that would stack up with the national and international chains. Additionally, maintaining their existing site was becoming an issue as the company grew. Simple tasks such as adding promotions or information on new properties were cumbersome and time consuming.

SOLUTION

Daugherty built a site which allows guests to easily book reservations from one page. The functionality previously provided by three somewhat disjointed components has been integrated into one application based on the latest Microsoft technologies platform. Our team used Daugherty's Rapid Process Map (RPM) approach for this project. We worked on-site with the client to enhance communication, understanding of requirements, and synergy. Requirements were quickly established and the site architecture and development design was based on existing client and Microsoft standards. Application development occurred in an iterative and agile manner with a focus on producing a well-architected, well-documented solution adhering to the client's requirements and standards.

"I want to thank each of you for your work in designing and implementing the new website. The new site looks very crisp and professional. We are confident that it will help us to sell more rooms and reduce our booking costs by providing our guests with better information making it easier for them to book rooms. I know that this took a great deal of effort and many long hours. It was a terrific team effort and I appreciate your contribution to making it happen.

Good Job!"

~Owner and CEO

RESULTS

- **Improved User Experience and Competitive Advantage:** The client now has a web presence that compares favorably with the competition. Guests can easily create reservations from one page and more information is available, such as local area maps and area attractions.
- **Scalable and Flexible:** The new solution allows for future integration with other systems, such as SAP, and for the addition of functionality enhancements such as special booking rules.
- **On Time:** Project deadline was important for this project. December is the slowest month for reservations, so the client needed the site launched before the end of the year.
- **Significant Knowledge Transfer:** Daugherty helped train two client developers on website development and maintenance, in addition to mentoring IT staff in project management, scoping, estimating, etc.