Case Study/
LateRooms.com

Accommodation
booking website
uses Brandwatch to
**improve customer
service**

At a Glance/
LateRooms.com

Client: LateRooms.com
Hotel experts with a smart approach to social.

Founded: 1999

Headquarters: Manchester, UK

Audience: Business and leisure customers
                        looking for discounted
                        accommodation around
                        the world

Industry: Hospitality/Travel

Website: http://www.laterooms.com/

Services: UK's leading online
                        accommodation specialist

Brandwatch Services: Social Media Monitoring,
                        Social Analytics

Key Benefits/

- Delivered outstanding customer service
- Developed a pioneering hotel booking social initiative
- Identified valuable affiliate marketing opportunities

We find Brandwatch relatively inexpensive and **good value for money**

Background

LateRooms.com is the UK's leading hotel booking specialist. Founded in Manchester in 1999 it started life as an 'on the day for the day' booking site for unsold rooms. By 2007 they had joined the world's leading leisure travel group, TUI Travel PLC.

LateRooms.com offers over 65,000 properties worldwide with more UK hotels than any other competitor. Their site has over 1.4 million genuine guest reviews and a 24 hour call centre for round-the-clock support.

LateRooms.com have won numerous awards. At The British Travel Awards 2013 LateRooms.com came first place in the Best Online Hotel Booking Company category.

The Goal
Becoming Customer Service Ninjas in a Demanding Space.

Operating in an industry that is becoming increasingly dependent on social media for customer referrals, support and sales, LateRooms.com required a platform that would help it manage its reputation on the social web by monitoring the chatter around its brand and competitors, as well as more general conversation about booking accommodation.

'We needed a tool that would provide accurate, real-time data to complement our customer service' said Rich Kemp, Social Media Manager at LateRooms.com. The organization also needed research and insights to back up its idea for a new social media "Concierge" service.

With the customer firmly their number one priority LateRooms.com set out looking for a analytics platform that would fulfill their requirement.

The Challenge
Getting to the customers first

The amount of buzz on the web for the travel industry is vast, not surprisingly as a service industry there are millions of social media users, travel experts and competitive sites creating content at a rapid rate.

Being able to cut through all the noise, from hotel bookings, reviews and travel blogs to find the relevant data was always going to be part of the challenge.

LateRooms.com also had to contend with stiff competition from rival brands. The travel industry moves with pace and being able to pinpoint those potential customers before your competitors is how you succeed.

The Solution
A user friendly and customizable platform.

With a high volume of buzz on the web and around hotel booking sites and some stiff competition from rival brands, LateRooms.com knew it needed a powerful social media monitoring solution. After a thorough vendor selection process, LateRooms.com partnered with Brandwatch.

'Brandwatch was the easiest to use of the tools we trialled and provided the most actionable and insightful data' said Kemp. This, combined with the sophisticated query creation facilities and the exceptional customer support that LateRooms.com received, made Brandwatch an obvious choice.

LateRooms weren't alone in this decision: Brandwatch achieved a customer recommendation score of over 8 in its most recent customer survey.

With Brandwatch as part of their armoury LateRooms.com set out on to develop a unique customer service operation.

Identifying customers in real time.

Using Brandwatch Analytics **LateRooms** were able to harness social conversation to accurately listen to customers and expand their service offering.

01

Exceptional customer service

LateRooms.com is a business that understands the need to get under the skin of its customers to gain insight that will benefit its business. The fast and comprehensive coverage of the social web, that Brandwatch provides, helps deliver insight that can be used to continually inform and improve its customer service, as well as enhance its product offerings.

'On one occasion, Brandwatch alerted us to a disparaging forum thread where a previous customer was strongly advising anyone against buying through LateRooms.com' said Kemp. 'Using Brandwatch, our social media team picked this up, found the customer's details in the system and the customer service team contacted him directly. The issue was resolved and the customer was so pleased with how it was dealt with that he removed all previous criticism from the forum, and the thread was eventually deleted.'

Had LateRooms.com not been using Brandwatch, this thread may have been missed; potentially causing the brand more damage than necessary. Instead, the team were able to pick this up early on and respond in a way that satisfied the customer, averting a potential crisis and turning the incident around.

02

Focus on forums

Forums are of particular interest to LateRooms.com as a key decision-making resource for buyers in the travel and holiday markets.

Brandwatch enabled LateRooms.com to focus on forums when it needs to, by offering intuitive and powerful filtering by page-type. It also provides influence metrics for each site (visitors/month, avg. time on site etc.) and the specific forum thread (posts, views) to indicate how high value the conversation is.

Likewise, members of the Twitter team are able to set up a component in their dashboard that displays tweets only and updates in real-time, providing up-to- the-second coverage of people mentioning LateRooms.com on Twitter.

03

Concierge

This service was created to help anyone looking for advice or inspiration about their trips and hotel bookings. Customer questions are tweeted to @LateRooms or posted on the company's Facebook or Google+ page and the LateRooms.com Concierge responds with tips on the best spots and the hottest deals.

As well as this inbound-oriented service, LateRooms.com uses Brandwatch to monitor and spot opportunities to join in the conversation, and where appropriate, steps in to offer its expertise on the topic at hand.

'Of all enquiries the concierge service deals with, a stunning 30% go on to become sales – with that statistic, it's not hard for the team to prove solid ROI on social media' said Kemp.

04

Reacting to customer activity

Another key way LateRooms.com utilises insights from Brandwatch is for researching target communities and affiliate marketers.
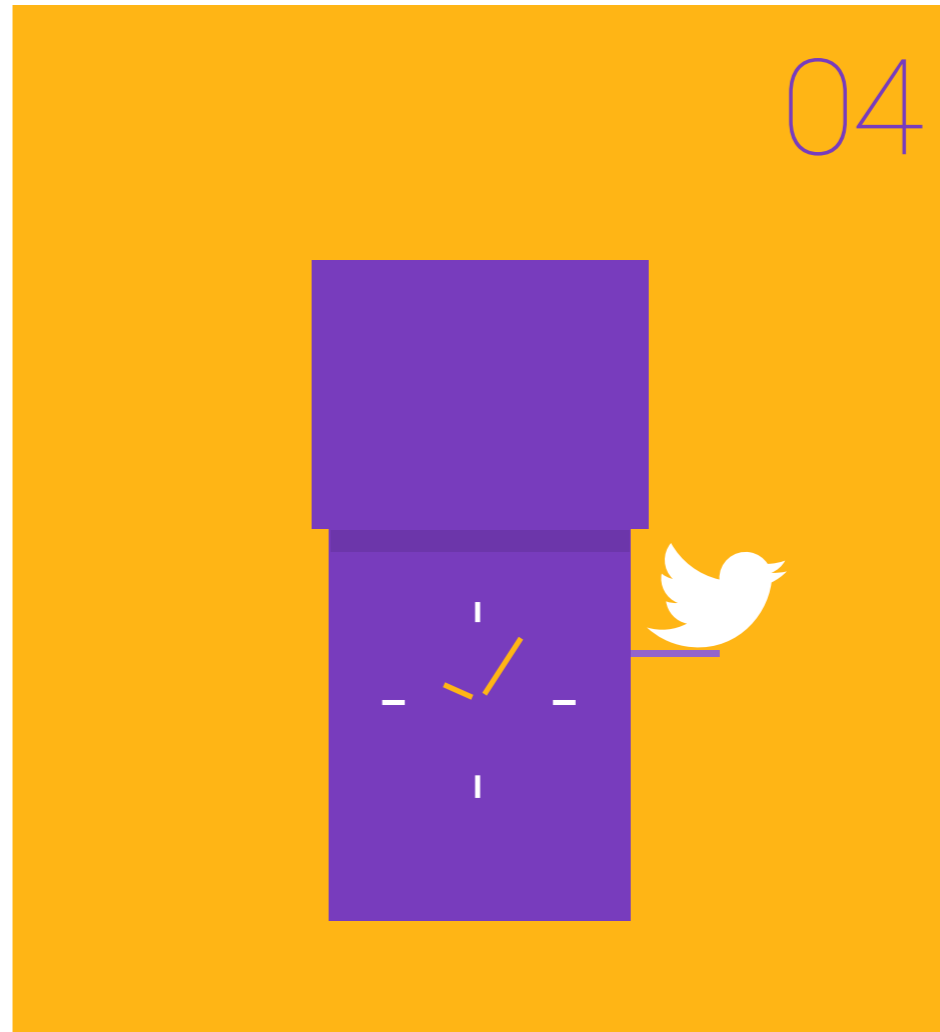
When analyzing the online conversation around LateRooms.com, the team noticed a growth in chatter in a particular community called Blonde Poker. Looking closely at the site and the traffic stats that Brandwatch offers, they recognized it as a high-profile site and decided it was a great opportunity to partner with the site for display advertising and other marketing initiatives. They approached the site and have swiftly built a relationship that delivers relevant and targeted traffic.

"Of all enquires the concierge service deals with, **a stunning 30% go on to become sales –** with that statistic, it's not hard for the team to prove **solid ROI on social media**"

05

Summary

Offering exceptional customer service has seen LateRooms.com go from strength to strength. Although the majority of their business is within the UK and mainland Europe the business is growing across other continents, including Asia. The customer service ninjas strike again, in a City near you.

About/

LateRooms.com

LateRooms.com is a hotel reservations website providing discounted accommodation throughout the UK, Europe and the rest of the world.

LateRooms.com was launched in Manchester, UK in 1999. The website originally started as a simple directory listing hotels, but in 2002 moved to enable users to book hotels online.

From cosy B&Bs to luxury Spas, Thai beach huts to English country houses, Spanish Paradores to Moroccan Riads – you're sure to find a hotel for your every need.

For more information, please visit
http://www.laterooms.com/

Brandwatch

Brandwatch is a leading provider of social media monitoring and analytics solutions.

Brandwatch is one of the world's leading social media monitoring and analytics platforms.

Its technology gathers millions of online conversations every day and provides clients with the tools to analyse them, enabling brands and agencies to make smarter, data-driven business decisions.

The company has won awards for its technology and renowned corporate culture, and regularly wins accolades for its impressive growth.

The Brandwatch platform is used by over 900 brands and agencies, including organizations such as Dell, PepsiCo, Whirlpool, Kellogg's and British Airways.

For more information, please visit
www.brandwatch.com