

CASE STUDY

RIU Hotels & Resorts

Welcoming guests, starting with
easier online reservations



acoustic

Marketing technology, reimagined.

© Copyright 2021 Acoustic, L.P. All Rights Reserved.

Overview

RIU Hotels & Resorts

Industry

Hospitality

Details

- Identify online struggle in real time
- Get deeper customer insights
- Save sales with immediate alerts

30%	3%	50%
Reduction in need for situation analysis	Of global turnover reported as anomalous	Cut in response times to detect anomalies

RIU Hotels & Resorts operates 100 hotels in 20 countries that in 2020 received 2.3 million guests. A total of over 24,500 employees work at RIU, which is currently the 32nd largest chain in the world — the third largest in Spain by revenue, and the fourth by number of rooms.

If you were trying to make a room reservation online, and it was non-stop hassle, how long would you keep trying before starting to look for another place to stay? Likely, not long. That's why RIU Hotels & Resorts uses Tealeaf: to quickly find and fix any website issues that might cause it to lose customers — and to instead gain insights that help attract and serve customers.

Case Study

CHALLENGES

Making hotel and resort reservations easier

On some hospitality websites, finding exactly where you want to stay and making a reservation can be frustrating. Eduard Bonet, VP, Digital Business, RIU Hotels & Resorts, is working to ensure a superior experience on his company's website. "We want to analyze and understand the behavior of our clients in order to detect new needs that directly favor conversion and a positive user experience. At the same time, we want a solution that enables us to have constant, real-time monitoring of onsite navigation in order to reduce action times before any anomaly, internal or external, could directly impact our business."

"The competition in this sector is very aggressive," Bonet reports. "So, the user experience is vital since it works fundamentally with the emotions of the customer when they choose a hotel or resort. The need to identify the optimal path to reservation is a constant challenge and is necessary to strengthen our relationship with our customers."

The #1 goal: "A more realistic view of the behavior of our customers and to be able to identify and understand the problems they encounter during navigation and to be able to anticipate the needs they might have. At the same time, we want a system that will ensure the security of the organization, avoiding possible fraud with negative consequences on the business and the brand."

“

The user experience is vital since it works fundamentally with the emotions of the customer when they choose a hotel or resort.

”

Eduard Bonet, VP, Digital Business, RIU Hotels & Resorts

SOLUTION

Finding and fixing problems quickly — even before pages go live

RIU selected Tealeaf, first using the on-premise version and then, for the past two years, the software-as-a-service (SaaS) version. RIU has enjoyed three innovations in its marketing efforts:

- **Event configuration:** Configuration of events by patterns or specific KPIs to better understand customer behavior.
- **Struggle analysis:** Incorporation of ad hoc metrics to better measure obstacles.
- **Segmentation:** User behavior measurement of events, resulting in segmentations to better understand customer behavior across the platform.

Bonet reports, “We were able to analyze and quantify the real impact of the obstacles encountered, which has allowed us to make efficient use of resources when prioritizing the initiatives to improve conversion. This helped our team do things better than before by enabling us to detect anomalies on the website well in advance and to react quickly. At the same time, we can demonstrate with real data how the actions carried out on the website are working. We can inform different departments within the company about what is happening on the website — in particular, when architectural errors occur.”

Anomaly detection is used to automatically detect behavior variations, as well as to see correlated metrics that enable RIU to investigate the causes of problems. “My team is amazed at the speed and accuracy with which we can detect problematic situations, and the impact calculation that we can make.” Another aspect to emphasize is how Acoustic Tealeaf also supports more agile decision-making in other departments thanks to the ease of exploring data and generating hypotheses.

“

My team is amazed at the speed and accuracy that problematic situations can be detected.

”

Eduard Bonet, VP, Digital Business, RIU Hotels & Resorts

RESULTS

Reducing the need for situation analysis efforts by 30%

Looking back at what his team is able to do now, Bonet reflects, “Thanks to the Tealeaf tool and the collaboration of our partner [Luce Innovative Technologies](#), we have been able to detect anomalous situations that, analyzing the economic impact, amounted to 3% of web traffic. As a result of the analysis, we have been able to design new strategies that have enabled us to reduce the number of obstacles by redirecting traffic towards the optimal funnel.”

“At the same time, the use of Tealeaf has helped us to reduce situation analysis efforts by 30% since the platform design is intuitive when looking for behavior patterns. In addition, Tealeaf has helped to reduce response times by more than 50% since before we had to analyze logs and other records to understand the current situation.”

“To help prevent attacks on the web, Tealeaf can spot a malicious user simulating human behavior and performing thousands of searches per second. We have also been able to detect cases of fraud, such as unique users who made multiple fraudulent purchases on the web, and with Tealeaf, we were able to determine that they were the same user.”

Tealeaf has settled in comfortably at RIU. “In the end, our main objective is to improve each step of the purchasing process, which is why micro-conversions and individual objectives are proposed in each funnel, to guarantee the purchase of customers,” said Bonet.

“

“Tealeaf has helped reduce anomaly detection times by more than 50%, and thanks to the new interface in the Cloud version, it allows us to drill down into the analysis and generate more accurate hypotheses.”

”

Eduard Bonet, VP, Digital Business, RIU Hotels & Resorts