



Case Study: mybestwestern.com

Cathy Krznarich
Manager, eCommerce

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Good morning



About Best Western International



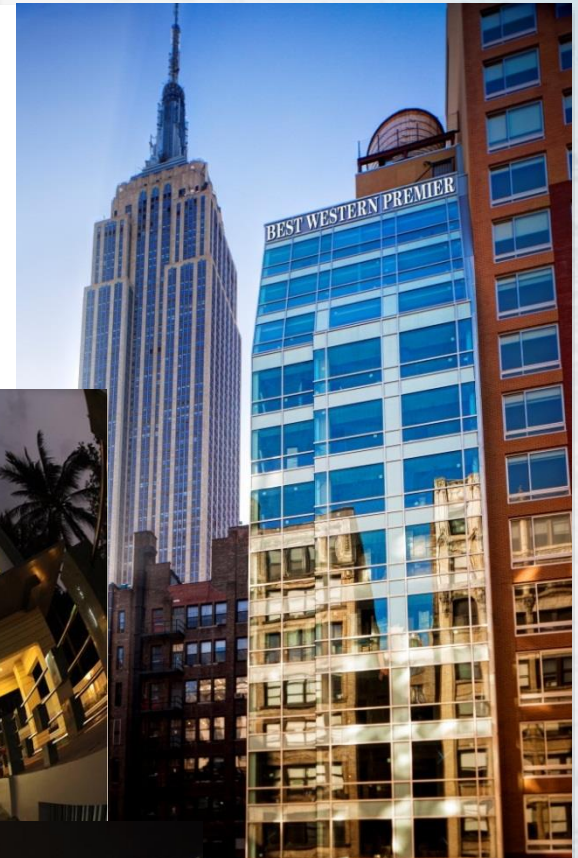
Iconic, award winning brand



About Best Western International



Global: More than 4,000 BEST WESTERN®, BEST WESTERN PLUS® and BEST WESTERN PREMIER® hotels in 100 countries worldwide.



About Best Western International



“Stay with People Who Care®”

Hotels are independently owned and operated, providing a personal and unique experience for every guest.



- Vision statement

mybestwestern.com is the primary gateway for Best Western hoteliers to easily access all brand news, program information, resources, tools and services.

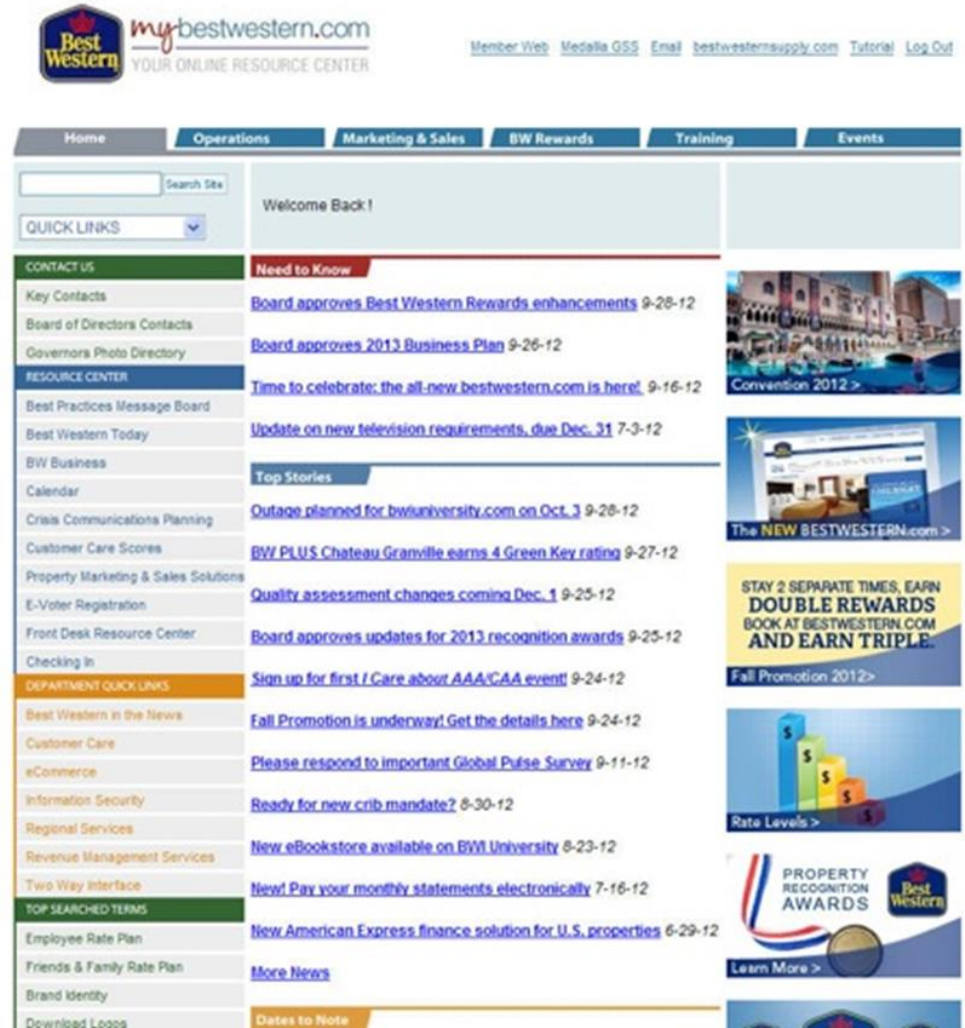
- Users

- Hotel owners, managers and staff
- Best Western corporate staff
- Global offices

The Opportunity



- Content is good but hard to find
- Dated design
- Static, one-way information



The Solution



Redesign mybestwestern.com

- Prescient Digital Media selected as partner for strategic analysis, planning and design
 - Specialization in strategic intranet solutions
 - Proven track record
 - Well defined and proven methodology
 - Experienced and knowledgeable team, familiar with our current technical platform



Goals



- Enhance user satisfaction and engagement with the site
- Promote awareness of the site's strategic purpose
- Enhance global office satisfaction with design templates and tools

Tactics



Improve
Usability

Navigation
Choices

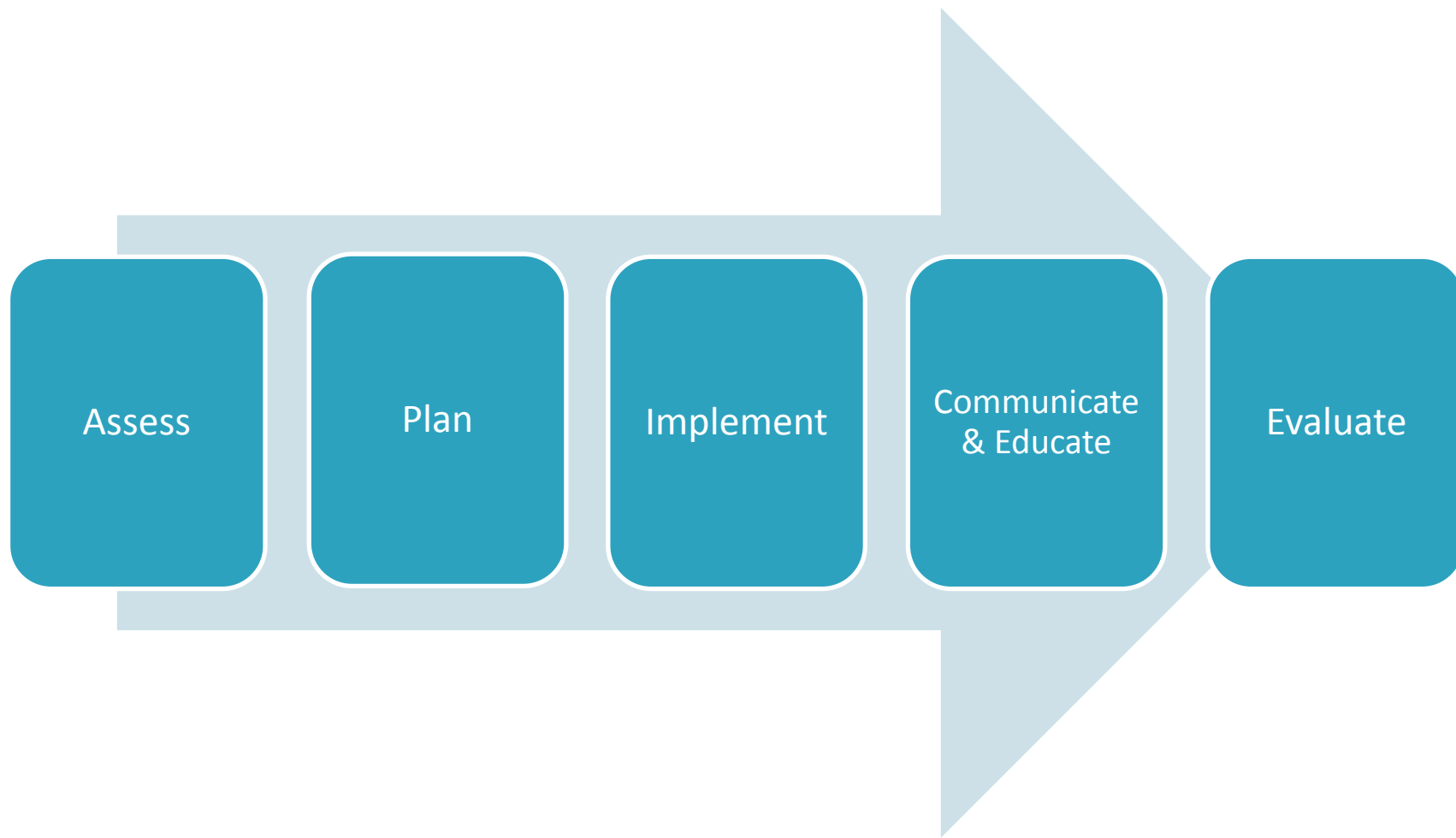
Fix Search

Contemporize
Design

Audit Content

Share
Information

The Process



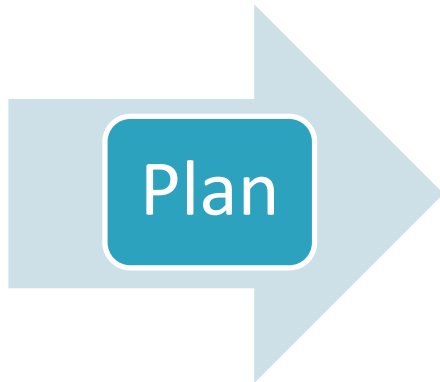
The Process



Assess

- Understand purpose
 - Strategic planning
- Evaluate site
 - Use objective source
 - Similar sites
- Discover needs of users
 - Stakeholder interviews
 - Focus groups
 - User survey

The Process



- Information architecture
 - Input from stakeholders
 - Input from users
- Design
 - Convey brand image
 - Reflect brand standards
 - Employ functional design
 - Document

The Process



Implement

- Phased approach
- Define requirements
- Review at each stage
- Quality assurance
- User testing



Home	Operations	Marketing & Sales	BW Rewards	Training	Events
<input type="text"/> Search Site QUICK LINKS		Welcome Back!			
CONTACT US Key Contacts Board of Directors Contacts Governors Photo Directory		Need to Know Board approves Best Western Rewards enhancements 9-28-12 Board approves 2013 Business Plan 9-26-12 Time to celebrate: the all-new bestwestern.com is here! 9-16-12 Update on new television requirements, due Dec. 31 7-3-12		 Convention 2012 >	
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David Kong honored with Lifetime Achievement Award

Register today for your District Meeting

Best Western Supply to be streamlined

Spring Promotion offer runs through April 6

Coming soon: scheduling for Google Business Photos

SWIPE. TAP. CLICK.



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Because of the great results we have seen, our Internet Only offer will continue with the Best Western Rewards (BWR®) Spring Promotion and run through April 6, 2014.

Jan. 30, 2013

[More»](#)

Welcome

Cathy Krznarich



Phoenix, Arizona

Focus: Best Western Supply



View BW Supply endorsed suppliers of general products by product category or alphabetically.

[Learn more »](#)

Video: Tribute to David



HSMIA has honored David Kong with its Lifetime Achievement Award. Congratulations, David!

[Watch video »](#)

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New partnership with MiLB.com to drive revenue

Feb. 24, 2014

Beginning this year, Best Western is the Official Hotel of MiLB.com, the digital presence for more than 150 Minor League Baseball teams in 15 leagues.

Best Western again wins Compuware "Best of Web" award

Feb. 21, 2014

Best Western International has once again brought home the Gold in the race for the fastest and most reliable website in the hotel industry.

"Be a Travel Hero" on Facebook

Feb. 18, 2014

In support of our Spring Promotion campaign, Best Western has launched a new promotion on Facebook.

Insights



Marketing & Sales: what does the future hold?

Feb. 26, 2014

Senior Vice President Dorothy Dowling shares her best predictions for the future of marketing and sales.

Best Practices

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Is your hotel pet-friendly?

Feb. 12, 2014

Stock complimentary welcome gifts at the front desk for your four-legged

Upcoming Events

Spring 2014 District Meetings

March 9-11
Travel Exchange, San Diego, California

March 24-28, 2014
World's Biggest Thank You

[More Dates »](#)

Important Dates

Feb. 3 - April 6, 2014
Spring Promotion

[More Dates »](#)



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Subsection	Subsection	Subsection	Subsection	Subsection	Subsection
Content page	Content page	Content page	Content page	Content page	Content page
Content page	Content page	Content page	Content page	Content page	Content page
Content page	Longer content page	Longer content page	4th level page	Longer content page	4th level page
Longer content page with multi-line name	with multi-line name	with multi-line name	Longer 4th level	with multi-line name	Longer 4th level
Content page	Content page	Content page	page name	Subsection	page name
Content page	Content page	Content page	4th level page	Content page	4th level page
Longer 4th level page name	Content page	Subsection	4th level page	Content page	4th level page
4th level page	Longer content page with multi-line name	Content page	Content page	Longer content page	Content page
	Content page	Longer content page	Content page	with multi-line name	Content page
	Longer content page with multi-line name	with multi-line name	Content page	Content page	Content page
				Content page	



Meet our newest member.

Video Room



Setting a new standard for service; view our latest video

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Sales Communities for Sales Champions coming soon

Feb. 1, 2013

Through Sales Communities, Sales Champions can enhance their sales skills specific to market and hotel type through quarterly conference calls. Sign up today!

World's Biggest Thank You slated for April 8-12

Jan 30, 2013

Join Best Western for our 13th annual World's Biggest Thank You, scheduled for April 8-12, focusing on travel agents, AAA/CAA, corporate clients and others

Blogs

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David Kong

Jan 3 '13

As we move into 2013, ensuring brand relevance in the Internet world is the biggest challenge facing hotel brands.

Best Practices

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Match status in competitors' loyalty programs.

Jan 3 '13

If you discover a customer is an elite member of a competitor's hotel rewards program, offer the same status in the Best Western Rewards program, even if they are a new enrollee.

Spring Promotion

April 30, '13

Decision date for descriptor

Dates to Note

April District Meetings

May

April World's Biggest Thank You

8-12

May Travel Exchange

5-7

June Business Travel Forum

3-5

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Hotel Operations

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Best Western for a Greener World ▼

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Clean the World

Green Key

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Technology ▶

Bed Bug Resources ▶

ADA Resources ▶

Industry Leading Cleanliness ▶

Operations > Best Western for a Greener World



Go Green >

Best Western for a Greener World.

The hospitality industry is actively involved in the green movement, and is taking combative steps to reduce its impact on the environment and preserve resources for the future. Many travellers are influenced by hotels' green practices as they are making lodging decisions. As an organization, Best Western International is committed to helping you save money, and prevent pollution, as well as boost your bottom line.

What's New?

Green Icon Qualifications

Jan 3 '13

New BWI University

Green Training program

Feb 27 '13

Jane Doe Shared a Story:

Organic Foods sourcing

Mar 2 '13

New ways to qualify for green icon

January 1, 2013

The Best Western-approved, green-icon certification program includes the American Hotel & Lodging Association's (AH&LA's) 11 minimum requirements for going green. AH&LA recently published additional guidelines. In view of this development, the Board approved a motion. AH&LA recently published additional guidelines. In view of this development, the Board approved a motion. [More >>](#)



New ways to qualify for green icon

January 1, 2013

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Best Western reaches green milestone

January 1, 2013

Lorem ipsum Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat feugiat nonummy nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor putate velit consequat, vel. consequat. Duis autem vel eum iriure dolor putate velit consequat. [More >>](#)



< BW Rewards.pdf





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Best Western Supply ▶

Credit, Financing & Insurance ▶

Crisis Management

Customer Care ▶

Food & Beverage ▶

Human Resources

Legal Resources

Property Management ▼

ADA Resources

Design Excellence and Services

Green Resources

→ Clean the World

→ ENERGY STAR

→ Green Icon on bestwestern.com

→ Green Testimonials

→ Green Tips and Best Practices

→ TripAdvisor GreenLeader

→ Green Links

Pet-Friendly Hotels

Rates & Revenue Management ▶

Technology ▶

Hotel Operations > Property Management > Green Resources > Clean the World

Clean the World®

How can bars of soap save lives?

The sad fact is that 3.5 million children under the age of five will die this year due to two deadly diseases: acute lower-respiratory infection (pneumonia) and diarrheal disease. These deaths could be prevented by up to 65% through simple hand washing with a bar of soap.

You can help: donate your used soap and shampoo to help save lives

The good news is that you can help. Each month, your hotel discards slightly-used soap, shampoo and other amenities such as lotion, bath gel, conditioner, and unopened toothpaste, mouthwash and toothbrushes. By partnering with Clean the World and shipping them your discarded products to send to children and adults in need, you are joining in the effort to save lives.

But there's more. Today, in North America, we will throw away 1.5 to 2 million bars of soap. This soap ends up in already overflowing landfills or in our groundwater systems. By sending your slightly used items to Clean the World, you are also helping reduce waste and promote a sustainable future.

"Clean the World's goals are compatible with Best Western's commitment to sustainability and social responsibility," says Rich Bennett, vice president of Supply & Design Services. "Their program has helped divert more than 1.4 million pounds of hotel waste from local landfills. Your guests can feel good about staying at a hotel that is helping to improve health and hygiene habits around the world, and minimizing its environmental impact."

Since 2009, Best Western members have shipped more than 15,000 pounds of discarded soap to Clean the World, enabling them to create more than 84,000 bars of recycled soap!

Join the Clean the World recycling program

Clean the World makes it easy to participate. When you sign up to be a partner, they will provide you with collection/shipping bins, online training materials and resources to help you get started and a customer service representative to call for service. Your property will also be listed on the Clean the World website, www.cleantheworld.org, with a link back to your website.

Discounted program pricing is available for Best Western members. To learn more and get started, visit <http://cleantheworld.org/BestWesternLogin.asp> and enter code bw2012.

You may also contact Best Western Supply, U.S. at 800-528-3601 or Canada at 800-297-8775.



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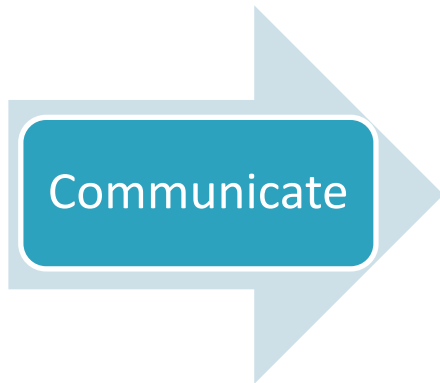
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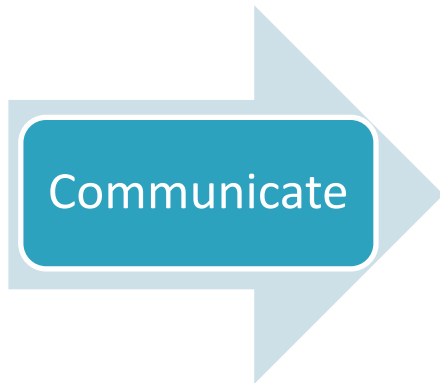
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The Process



- Pre-launch:
build excitement, educate
 - Stakeholders
 - Help desk
 - Teasers to hoteliers
 - Training sessions with global content authors

The Process



- Post launch:
educate, engage
 - Announcements
 - Video tutorial
 - Webinars
 - Workshops

The Process



mybestwestern.com

The Process



Evaluate

- Comments from users
- Usability testing
- Analytics

Challenges



- Logistics with different audiences in different locations and time zones
- Unexpected software upgrade
- Scope and timeline not aligned

What Made It Easier



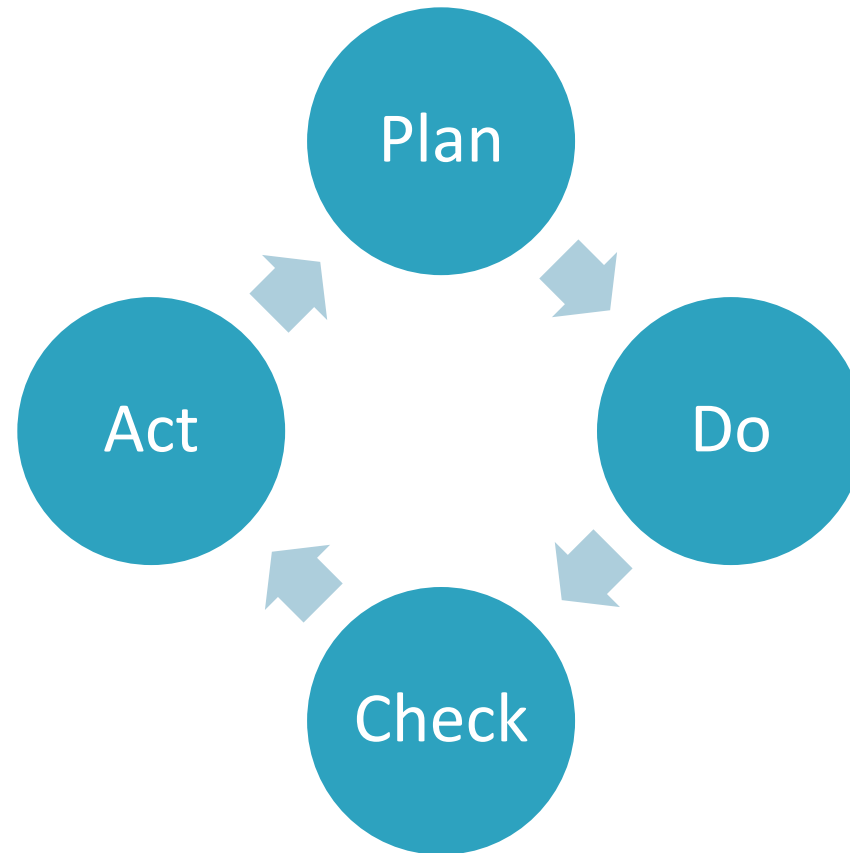
- Executive sponsorship and support
- Taking the time for research and discovery
- CMS solution already in place
- Team ownership and project manager
- Stakeholder involvement
- Taking phased approach to implementation
- Communication, communication, communication

What We Learned



- Research and planning is essential
- Form follows function: it doesn't have to be sexy to be great
- Control scope: tackle in phases
- Prioritize tasks to optimize resources
- Communication and education are critical

Continuous Improvement



Questions?



mybestwestern.com

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