Peer Eco-Systems

Making your Experience Easy to Book for Customers

Welcome to Visit Kent Peer Ecosystems

Making your Experience Easy to Book for Customers

Session Format

- Recap from Session 2
- Introduction to the Booking Experience
- Key Speaker: Beyonk
- Learnings for the Visitor Economy
- Breakout Session
- Summary and Close

What is the Booking Experience?

"The complete end-to-end customer purchasing journey, from discovery, through payment, to physical entry at the Experience. "

What makes a good booking experience?

✓ Easy to navigate website

✓ Accessibility (Not just disabilities, but mobile devices users, slow network connections)

✓ Clear packages/payment options/additions

✓ Online booking/slots

✓ Smooth transition to payment gateway

✓ Quick and simple data capture

✓ Instant payment notification

✓ Supply of E-tickets

✓ Accessible customer service function for any booking errors or problems

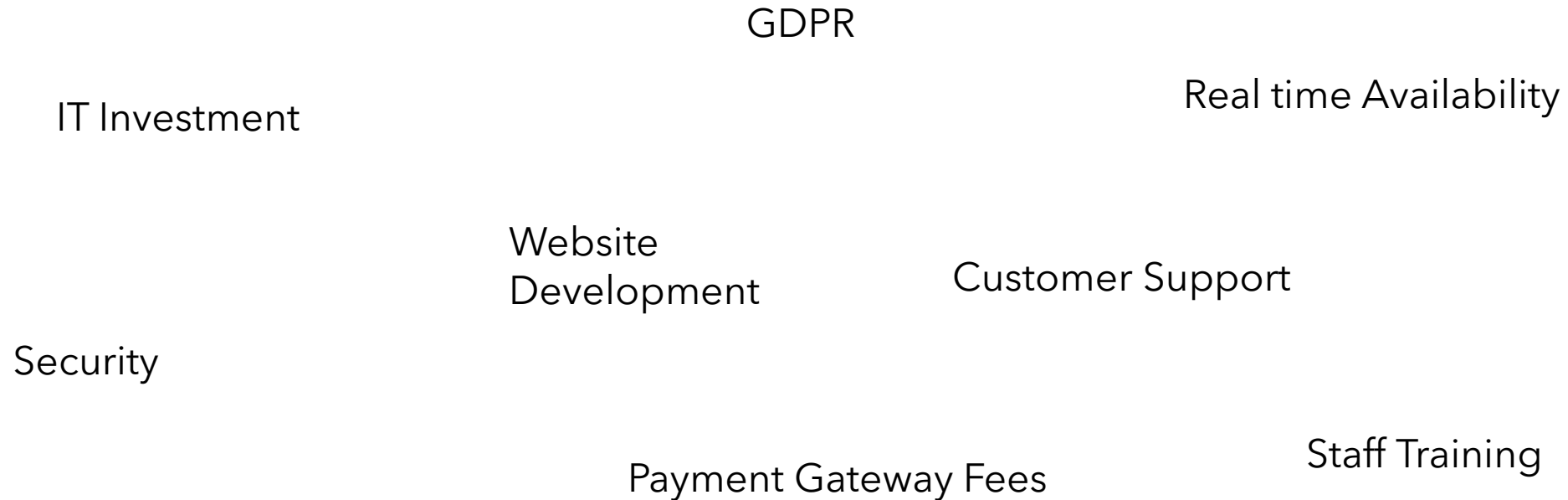# involved in the booking experience?

Why is easy booking important for the Visitor Economy?

➢ Increases bookings and sales

➢ Provides a 24/7 service

➢ Gathers valuable customer data, trends and insights

➢ Attracts a wider customer base

➢ Directly impacts customer experiences, reviews, repeat visits and recommendations

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How to Make your Experience Easy to Book for Customers

➢ Consider all the possible ways in which customers can make a booking

➢ Assess each one and highlight aspects which could be improved

➢ Ensure your website works properly on a mobile device

➢ Consider accessibility as your website must be inclusive for all customers

➢ Include multiple options for payment

➢ Include an online time-booking system if you have time slots or limited spaces

➢ Provide e-tickets which can be printed at home or displayed on a mobile device

What are the challenges?

GDPR

Real time Availability

IT Investment

Website
Development

Customer Support

Security

Payment Gateway Fees

Staff Training

Making your Experience Easy to Book for Customers

BEYONK

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Breakout Session

Analysis/Questions

➢ Describe your current booking process.

➢ What are the major pinch points for customers? then following with How much human interaction does it take to receive a booking?

➢ Can you think of a time when you lost a customer as a result of your current booking process?

➢ Identify a business that has implemented a booking system (if you don't have one then change questions to what WOULD a person do)

   ➢ What were the objectives?

   ➢ Did you develop a set of requirements or just look at existing products?

   ➢ How did you select the supplier?

   ➢ What was the implementation process?

   ➢ What were the costs – did it achieve payback/savings?

   ➢ Did anything go wrong?

➢ How do your customers want to book – discuss social media, mobile?

➢ Would any of your customers not engage with a more automated booking process?

➢ What add-ons could you sell to customers in a more automated process?

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Participant Thoughts

➢ How could you improve your booking experience?

➢ How could you link it social media to attract new customers?

➢ What add ons could you include in an automated booking

process for your business

Key Learnings

➢ A difficult booking experience is a major barrier for potential visitors

➢ Poor booking experiences can dampen the overall experience and enjoyment, even if nothing else goes wrong

➢ It is much harder to entice a customer back after a poor booking experience

➢ Millennial and Gen Z customers are Digitally Native – easy booking via technology for these customers is a necessity

➢ Investment in technology may be required to bring your booking experience up to scratch

Session Summary