



Brandwatch

elementary!



# case study

## LateRooms.com



### ACCOMMODATION BOOKING WEBSITE USES BRANDWATCH TO IMPROVE CUSTOMER SERVICES AND INFORM PRODUCT DEVELOPMENT

LateRooms.com, the hotel booking specialist, needed a tool 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. The company knew it needed a tool that would provide accurate, real-time data to complement its customer service. It also needed research and insight to back up its idea for a new social media “Concierge” service.

#### Brandwatch selected for data accuracy and ease of use

With the amount of buzz on the web around hotel bookings 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 agreed Brandwatch was the easiest to use of the tools trialled and provided the most actionable and insightful data, aided by the sophisticated query creation facilities. The icing on the cake was the exceptional customer support that it received: Brandwatch achieved a net promoter score of over 8 in a recent customer survey.

#### How LateRooms.com benefits from Brandwatch

LateRooms.com started using Brandwatch in June 2011 and it is now an integral part of its social media management. It has used Brandwatch to monitor conversations in the social space which has supported the delivery of outstanding customer service and helped to build strong relationships with a range of brands. LateRooms.com has also used Brandwatch to aid the development of its pioneering hotel booking social initiative: the LateRooms.com Concierge.

What Brandwatch features does it use? Forums are of particular interest to LateRooms.com as a key decision-making resource for buyers in the travel and holiday markets. Brandwatch enables it to focus on forums when it needs to by filtering by page-type and provides influence metrics for the 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

contact

e: [contact@brandwatch.com](mailto:contact@brandwatch.com) w: <http://www.brandwatch.com>  
t: +44 (0)1273 234 290 (uk) +1 212 229 2240 (usa) +49 (0)711 912 442 04 (germany)

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.

### 1. Exceptional customer service

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

For instance, on one occasion, Brandwatch alerted the company to a disparaging forum thread where a previous customer was strongly advising anyone against buying through LateRooms.com. Using Brandwatch, the 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, turning the incident around.

### 2. The LateRooms.com Concierge:



This service was created to help anyone looking for advice or inspiration about their trips and hotel bookings. Customer questions are tweeted @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.

What's the outcome? 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.

### 3. Targeted Marketing

One other key way LateRooms.com utilises insights from Brandwatch is for researching target communities and affiliate marketers.

When analysing 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 recognised 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.

#### **LateRooms.com on Brandwatch:**

“I’m a big fan of Brandwatch – the tool itself and the way they go about things as a company. Their excellent technical support is coupled with an extremely efficient product that gives you everything you could want from a social media monitoring tool. We also find Brandwatch relatively inexpensive and good value for money.”

*Rich Kemp, Social Media Manager, LateRooms.com*

#### **LateRooms.com Bio**

LateRooms.com is the UK’s leading online accommodation specialist, providing a whole world of hotel possibilities, with fantastic deals on over 55,000 properties in the UK, Europe and the rest of the world. The website boasts over 1.3 million reviews from its own bookers and 98% of their guests would recommend it to a friend.