

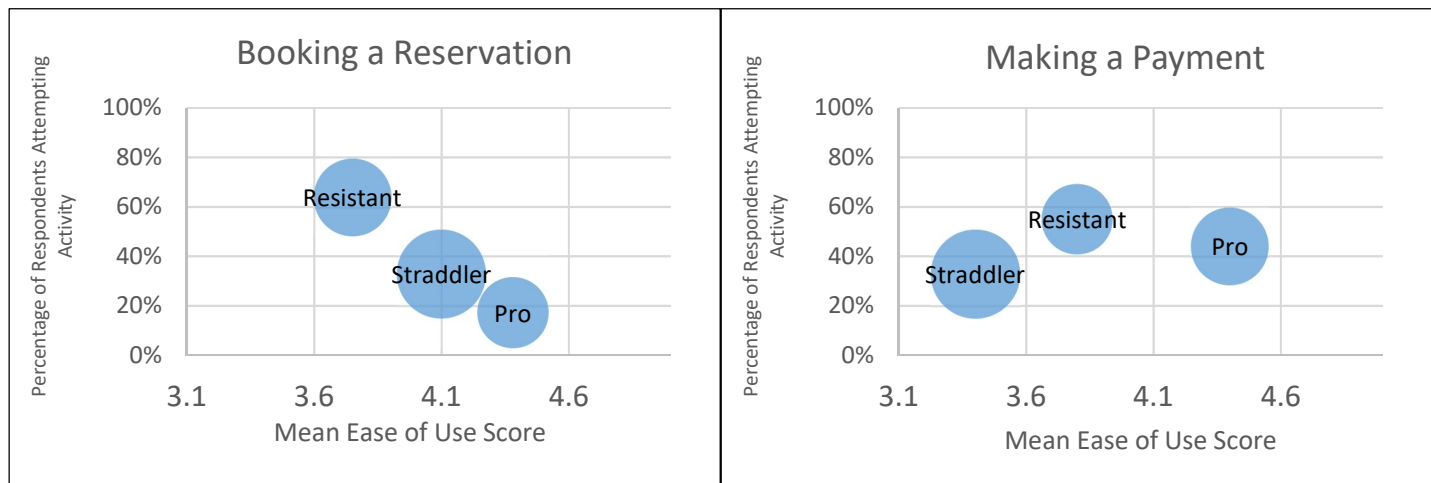
Understanding Your Digital Userbase

You want your digital offerings to provide your customers with all the tools they need to engage with your product. You think you're meeting their needs, but do you know, for sure?

Strop Insights partnered with a major provider in the hospitality industry to dive deep into the organization's digital experience. We wanted to identify (i) how individuals are connecting with the brand's digital experience, (ii) how well the digital experience facilitates specific online activities, and (iii) what their different types of digital users look like - and how they differentially engage with the online experience.

Our methodology included, first, a comprehensive evaluation of the brand's digital offerings - to understand key usage behaviors, to determine how those behaviors drive digital engagement, and to establish how easily those behaviors are facilitated by the digital channels.

Through multivariate analyses of usage behaviors and key psychographic identifiers, we identified three "user levels" of online services - we called them "Pro", "Resistant", and "Straddler". These three user groups had unique demographic profiles and unique engagement with our client's online tools and hospitality services. And we evaluated these three user-types across the digital experience: what are they coming online to attempt, and how easily they find completing those tasks. This clustering analysis provided powerful insights for the brand and its digital strategy: those users most commonly attempting key tasks were those also finding them difficult than other users.



This study generated critical guest feedback on the digital booking journey - enabling consumer-centric (and segment-specific) upgrades to guest experiences, engagement, and satisfaction with online booking and booking management tools. Within one year of completion of this study, 65% of guest bookings were made on mobile devices - surpassing for the first-time traditional booking methods.

Strop is a market research firm that combines the intellectual brainpower of seasoned business consultants with the innovative research and insight tools needed to get inside the hearts and minds of the people who matter most: your customers.

This article is part of our monthly "Insight on a Page" newsletter. Each month we'll showcase a market research topic based on the work that we do. We hope that you find this interesting, if you wish to UNSUBSCRIBE please click on the link in the email.