

Credit card payment optimisation increases conversion rates by 7.5% for Radisson Edwardian hotels

“We quickly learned that key pages were really underperforming. For many marketing teams this would have been disheartening news but we realised it was a great opportunity to make changes and increase sales.”

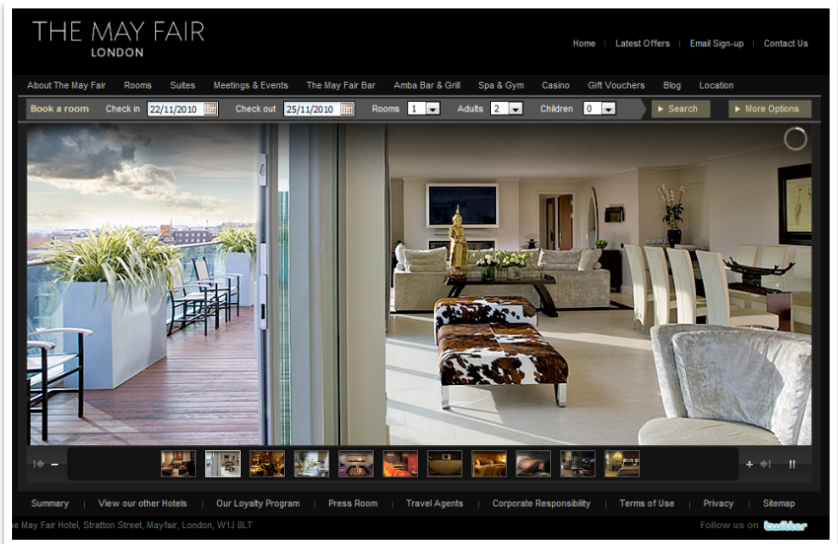
Amy Clarke
Group Ecommerce
Manager

Radisson Edwardian is one of London’s premier hoteliers offering luxury, style and elegance for visitors to the capital.

The company partnered with ConversionWorks to optimise their checkout and online reservation system helping to significantly increase online sales.



Identifying Where to Test



“As an online hotelier our checkout process is crucial. It’s where the customer checks availability, see’s our prices and compares our different rooms and tariffs.

Getting it right was critical, that’s why we partnered with ConversionWorks who got straight to work with a website analytics and usability audit, allowing us to identify precisely where we were having problems.

Once we had pinpointed our pain points ConversionWorks then helped us to remove them using A/B and multivariate testing.”
Amy Clarke, Ecommerce Manager at Radisson Edwardian

Google Analytics

Google Analytics is a free tool which shows you which sites, search engines, and keywords refer your traffic and how visitors interact with your site

<http://www.google.com/analytics/>

Checkout Blues

Once the analytics audit identified that key areas of the booking process were leaking customers the ConversionWorks' usability experts got to work re-engineering the entire checkout, one step at a time, making it more intuitive and persuasive.

"We wanted to make sure our checkout process was not only simpler but was also more persuasive. We reworked each step of the checkout using A/B and multivariate testing to measure the impact of every change we made.

We have a data driven culture within the business and by A/B testing all of our changes we can measure precisely the impact they have on sales.

A new swish design is great but one that increases sales is much better!"

Lisa Smith, Director of Revenue and Distribution at Radisson Edwardian

A/B variations of the Credit card payment page

THE MAY FAIR LONDON

Home | Latest Offers | Email Sign-up | Contact Us

1. Select Rate 2. Review Selection 3. Confirm Booking

Confirm Your Reservation

Hotel Information

The May Fair
Stratton Street
London, W1J 8LT
+44(0)207 6297777

Check in
Wednesday 20 October 2010
Room 1 (Double 1 (1 Adult, 0 Children))

Check out
Friday 22 October 2010

Room Rate

Room Cost	£225.00
Wed October 20, 2010	£225.00
Thu October 21, 2010	£225.00
Room's Cost	£450.00
Cost of extras	£60.99
Taxes and fees	£12.75
Total Cost	£523.74 (inc room(s), extras, tax and fees)

Additional taxes and surcharges may apply. Total cost is only available in the currency applicable to the hotel.

Room 1

Room Type: King King bed

Optional Extras

- 1 x 24 hours movies and music. Pre-book now for £9.99 or on the day at reception £24.99
- 2 x Champagne Non-Vintage Merlot

Special Requests

None

Note

Required fields are marked with *

Never over 70 days for any thing in form items.

Lead guest details

Title *

First Name *

Last Name *

Address line 1 *

Address line 2

City *

Country/State *

Zip/Postal Code *

Country: UNITED KINGDOM

Phone *

Original (version A)

THE MAY FAIR LONDON

Home | Latest Offers | Contact Us

1. Select Rate 2. Review Selection 3. Confirm Booking

CONFIRM YOUR BOOKING

Check in: 20 October 2010 Check out: 22 October 2010

1 Room: 1 Adult, 0 Children

Hotel details: The May Fair, Stratton Street, London, W1J 8LT Phone +44(0)207 6297777

Your Room Details:

Superior Room: Bed & breakfast King bed Special Requests: High floor & rear elevator Key: Keytag #125	£450.00
Extras: 24 hours movies & music Champagne (pre-arrival) Champagne (on-arrival) x 2	£101.99
Tax & Fees	£78.75
Total: Room, extras, tax and fees	£528.75

Book your Room:

1. Your details

Title: Full name

First name Last name

Phone

Email

Confirm e-mail

Gold points no:

Estimated arrival time

2. Your billing address

Address:

City

Postcode

Country: United Kingdom

3. Your payment details

Your credit card will be billed at the time of booking to reserve the room and guarantee your booking.

Choose card type:

MasterCard VISA

Name on card

Card number

Card expiry date

Room guarantee policy:

- Rooms must be paid for in advance
- Pay by credit card only
- Your credit card will be billed at the time of booking
- Payment for your full stay plus tax is due 14 days after booking

Cancellation policy:

- A penalty will be applied to all cancellations
- Cancel between now and 20 October 2010 and pay £528.75

New Design (version B)

The Results

Testing of the credit card payment page was extremely effective, delivering a **7.5% increase in conversion rate and online orders.**