Radisson Edwardian Hotels

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

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.
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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

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

“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 Hotels

A/B variations of the credit card payment page

Original (A)

Winning variation (B)

Results

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