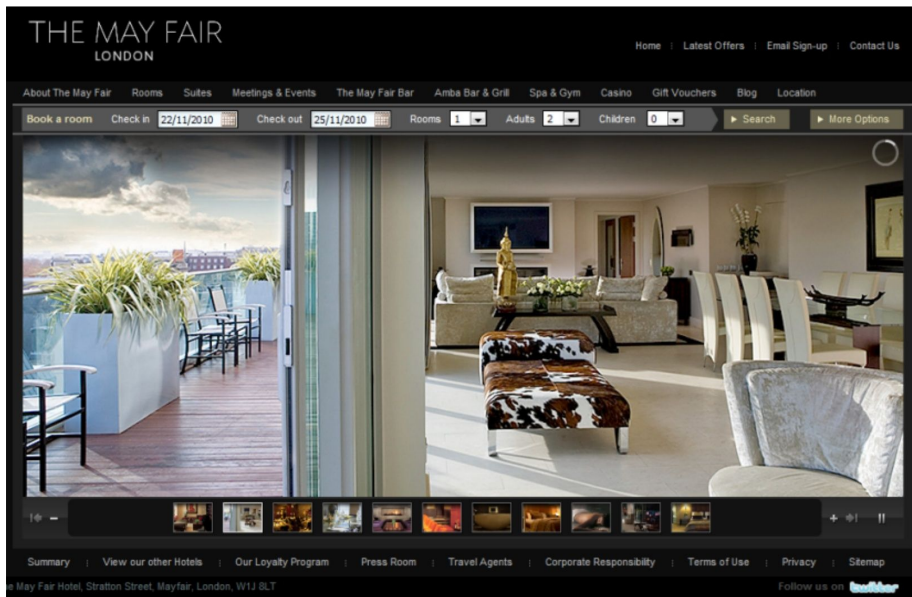


Radisson Edwardian Hotels



7.5%
Increase in
conversion rate
and online
orders

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.



Radisson Edwardian Hotels

*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)

THE MAY FAIR LONDON

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

About The May Fair | Rooms | Suits | Meetings & Events | The May Fair Bar | AmBa Bar & Grill | Spa & Gym | Casino | Destination | Gift Vouchers | Blog

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: Queen's 1 (1 Adult, 0 Children)

Check out
Friday 22 October 2010

Room Rate

Room Rate	
Wed October 20, 2010	£225.00
Thu October 21, 2010	£225.00
Room 1 cost	£450.00
Cost of extras	£39.99
Taxes and Fees	£78.75
Total Cost	£968.74 (incl 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: NDK-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 *
Hover over * icon for help filling in form items.

Lead guest details

Title *
First Name *
Last Name *
Address line 1 *
Address line 2
Address line 3
City *
Country/State *
Zip/Postal Code *
Country * UNITED KINGDOM
Phone * (Country, Area Code, Number)

Winning variation (B)

THE MAY FAIR LONDON

Home | Latest Offers | Contact Us

About The May Fair Hotel | Rooms | Suits | Meetings & Events | The May Fair Bar | AmBa Bar & Grill | Spa & Gym | Casino | Destination | Gift Vouchers

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 & near elevator Avg. Nightly Rate: £225	£450.00
Extras: 24 hours movies & music: Chocolate dipped strawberries Champagne (non-vintage) x 2	£101.99
Tax & Fees: Room, extra, tax and fees	£78.75
Total:	£628.75

Book your Room:

1. Your details

Title: [Dropdown] Full name: [First name] [Last name]
Phone: [Input]
E-mail: [Input] *So we can send your booking confirmation*
Confirm e-mail: [Input]
Gold points no: [Dropdown]
Estimated arrival time: [Please select]

2. Your billing address

Address: [Input]
[Optional]
[Optional]
City: [Input]
Post code/town: [Input]
Country: [Dropdown] 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:
[American Express] [Discover] [MasterCard] [VISA]

Name on card: [Input]
Card number: [Input]
Card expiry date: [Month] [Year]

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 1 day(s) after booking

Cancellation policy:

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

Results

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

