

For informed direction

eDigitalResearch

**eTravel Multichannel Benchmark**

September 2013

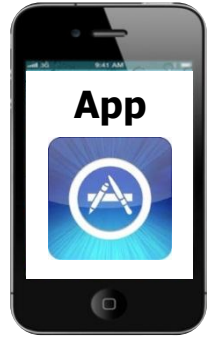
Wave 13

- ① **eTravel** Multichannel Benchmark – Revamped multichannel methodology
- ① **eTravel** Multichannel Benchmark Final Results
- ① Customer journey best practice
- ① Background to eDigitalResearch and our benchmark research

# eTravel Multichannel Benchmark

## Revamped multichannel methodology

Expanded study creating a '4-in-1' set of benchmark rankings



Scores **combined** for brands with all 3 channels to create a **multichannel overall score**

- This revamped study is a blend of leading travel brands and those offering services via mobile channels
- Conventional 'desktop' websites are assessed for ALL brands along with mobile and App where possible

Comprehensive customer journey coverage with comparable measures across channels

Survey section	Coverage examples
First impression	<ul style="list-style-type: none"> <li>• Clarity of brand proposition, initial feel and level of information available</li> </ul>
Initial research	<ul style="list-style-type: none"> <li>• Ease of gathering initial information, inspiration and indication of price</li> </ul>
Search	<ul style="list-style-type: none"> <li>• Speed, ease of search and range of options</li> </ul>
Search results	<ul style="list-style-type: none"> <li>• Clarity of price, level/quality of information, ease of viewing and refining</li> </ul>
Booking process	<ul style="list-style-type: none"> <li>• Ease of making and amending booking, adding options and making payment</li> </ul>
Design & usability	<ul style="list-style-type: none"> <li>• Overall measures evaluating navigation, features and services range/quality, ease of use</li> </ul>
Customer support	<ul style="list-style-type: none"> <li>• Live Help/email, telephone customer service, ease of locating support via mobile</li> </ul>

- ① An eMysteryShopper survey was conducted during July – August 2013 to compare the usability of 33 leading UK travel websites, 24 Mobile sites and 15 Apps
- ① 6 sectors were selected for comparison:
  - Airlines
  - Holiday camps & self catering
  - Hotel agents
  - Hotel chains
  - Online tour operators
  - Online travel agencies
- ① Thirteenth time the study has been run (previous study January – February 2013)
- ① Percentage scores refer to weighted average, where if all surveyors gave the top score the result would be 100%

Qualitative data for tactical feedback and best practice examples


Quantitative data for benchmark comparison

## Definitions:

- **Excellent** - Exceeds expectations - at least as good as the best sites - Special features that have surprised and delighted. *90%+ compares to top ecommerce sites.*
- **Good** – Just on par with other internet sites - Elements are okay - A reasonable experience but nothing special . Below 85% may also need attention.
- **Average** – mostly understood but not on par with the best – should be investigated and has issues that require review.
- **Poor** - Not available or not useful and difficult to follow. Difficult to use. Slow and contains mistakes. Will be adversely affecting user experience.
- **Very Poor** - Did not work or has serious errors. Requires urgent attention if available.

## Scoring :

- The percentage score is calculated by taking the score given by surveyors for each question and dividing by the total possible amount for each question.

	Excellent 	Good	Average	Poor	Very Poor
Benchmarking	4	3	2	1	0
Banding Score (Approx)	90% or more	80%-89.9%	70%-79.9%	50%-69.9%	Less than 50%

# eTravel Multichannel Benchmark Final Results



# Key findings

- 🍷 In the first eTravel Multichannel Benchmark report evaluating the user experience across conventional websites, mobile and App, **Booking.com** emerged as the first **overall multichannel winner**.
- 🍷 **Booking.com** proved particularly strong in the early stages of the customer journey for all channels including 1<sup>st</sup> place rankings for **First impression** on the App, **Initial Research** on their website and mobile site, as well as the **Search** process on their website too.
- 🍷 **Booking.com** also ranked first for overall **design** and **usability** for both their App and mobile site indicating its strength in combining range and quality of features with a particularly well mobile optimised experience.
- 🍷 The **multichannel** rankings were in fact dominated by the **Hotel sector** generally with Hotels.com, Expedia, Ebookers and Premier Inn completing the top 5.
- 🍷 **Cottages4you** topped the **desktop rankings** with excellent scores for **First impressions** and **Design** and **usability** with **Booking.com** and **Parkdean** finishing 2<sup>nd</sup> and 3<sup>rd</sup> respectively.
- 🍷 Similarly, **James Villas** was the best performing **mobile site** having achieved top scores for First impression, Search and Design and usability within the mobile site rankings.
- 🍷 **Hotels.com** edged out Booking.com to achieve the highest score within the **App** rankings scoring particularly well for the ability to search on the App.
- 🍷 Consistent with the recent eDigitalResearch eChannel Retail Benchmark study covering retail brands, the experience on **Apps** and **mobile sites** continues to **lag behind more established website** scores as brands continue to get to grips with optimising the customer experience on mobile.

**Booking.com** tops the first **eTravel Multichannel** Benchmark multichannel rankings with strong performance across their website, mobile site and App

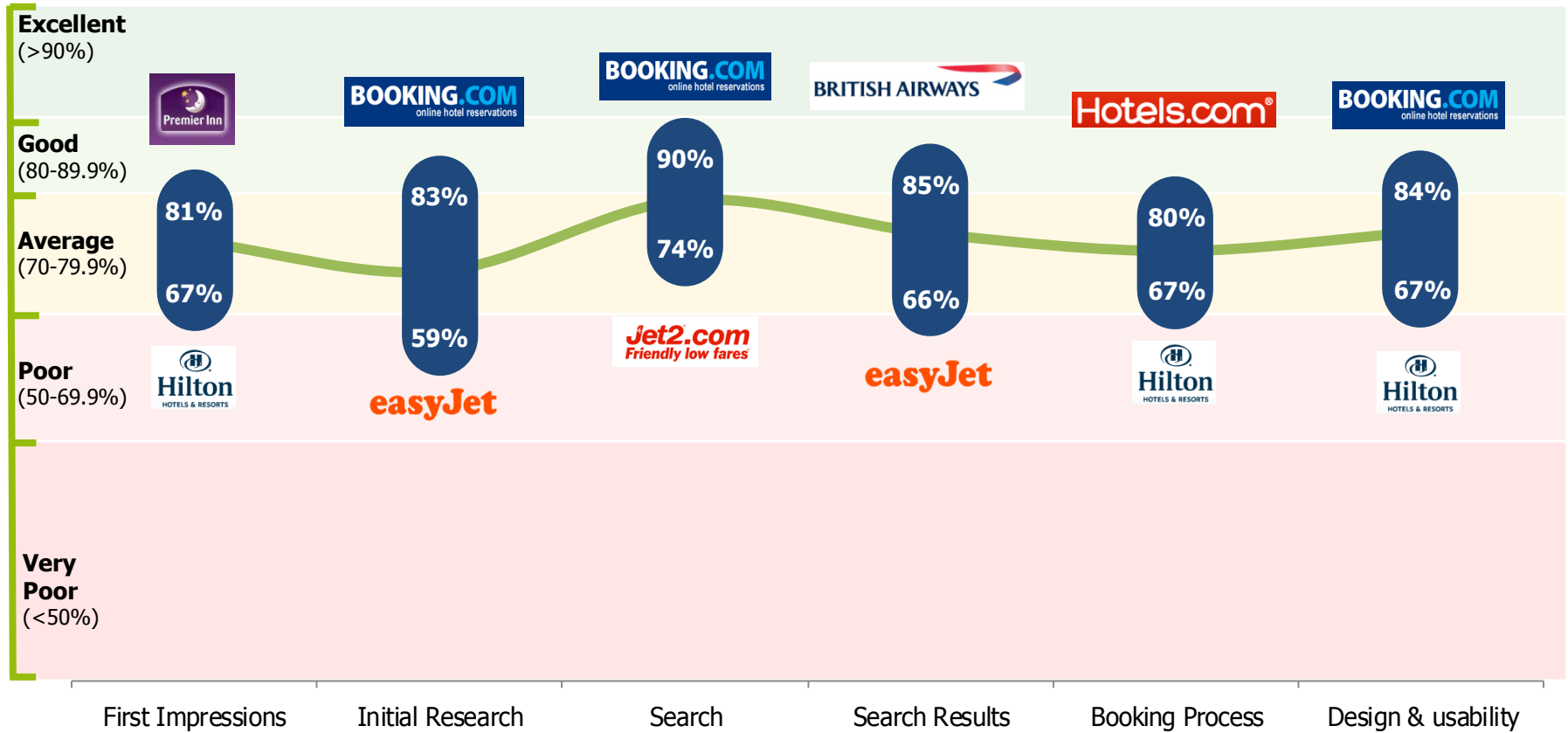
## Multichannel overall rankings

#	Brand	Multi-channel Score
1	Booking.com	82.7%
2	Hotels.com	81.2%
3	Expedia Hotels	77.7%
4	Ebookers	77.4%
5	Premier Inn	76.9%
6	Late Rooms	75.8%
7	British Airways	74.9%
8	Monarch	74.7%
9	Marriott	72.3%
10	Lufthansa	72.1%
11	Best Western	71.7%
12	The Co-operative Travel	70.9%
13	EasyJet	70.3%
14	Jet 2	65.5%
15	Hilton	65.0%

Desktop	Mobile	App
85.0%	78.4%	84.6%
79.5%	78.8%	85.4%
80.8%	73.6%	78.7%
77.7%	78.9%	75.7%
78.0%	78.0%	74.9%
74.2%	75.9%	77.5%
81.5%	71.0%	72.3%
75.8%	74.3%	73.9%
75.2%	70.5%	71.1%
72.6%	74.0%	69.8%
81.0%	74.6%	59.6%
72.9%	71.9%	68.0%
74.2%	69.1%	67.6%
69.8%	59.8%	66.9%
68.7%	66.7%	59.6%

**N.B.** Multichannel scores only include brands offering desktop, mobile and App platforms with search and booking facilities

## Multichannel: Range of results





## Website overall rankings

Rank	Score	Site	Rank	Score	Site	Rank	Score	Site
1.	85.5%	Cottages4you	12.	80.0%	Thomas Cook	23.	76.7%	Haven
2.	85.0%	Booking.com	13.	79.5%	Hotels.com	24.	75.9%	First Choice
3.	83.4%	Parkdean	14.	79.2%	Kuoni	25.	75.8%	Monarch
4.	82.4%	James Villas	15.	79.0%	Travelocity	26.	75.2%	Marriott
5.	81.5%	British Airways	16.	78.7%	Emirates	27=.	74.2%	EasyJet
6.	81.3%	Hoseasons	17.	78.1%	Virgin Holidays	27=.	74.2%	Late Rooms
7.	81.2%	Virgin Atlantic	18.	78.0%	Premier Inn	29.	72.9%	The Co-operative Travel
8.	81.0%	Best Western	19.	77.8%	Thomson package holidays	30.	72.6%	Lufthansa
9.	80.8%	Expedia Hotels	20.	77.7%	Ebookers	31.	69.8%	Jet2
10=.	80.2%	Center Parcs	21.	77.4%	Butlins	32.	68.7%	Hilton
10=.	80.2%	Expedia package holidays	22.	77.0%	Lastminute.com holidays	33.	66.7%	Travelodge

**Thomas Cook** and **Thomson** ranked significantly higher based solely on the online elements of the customer journey

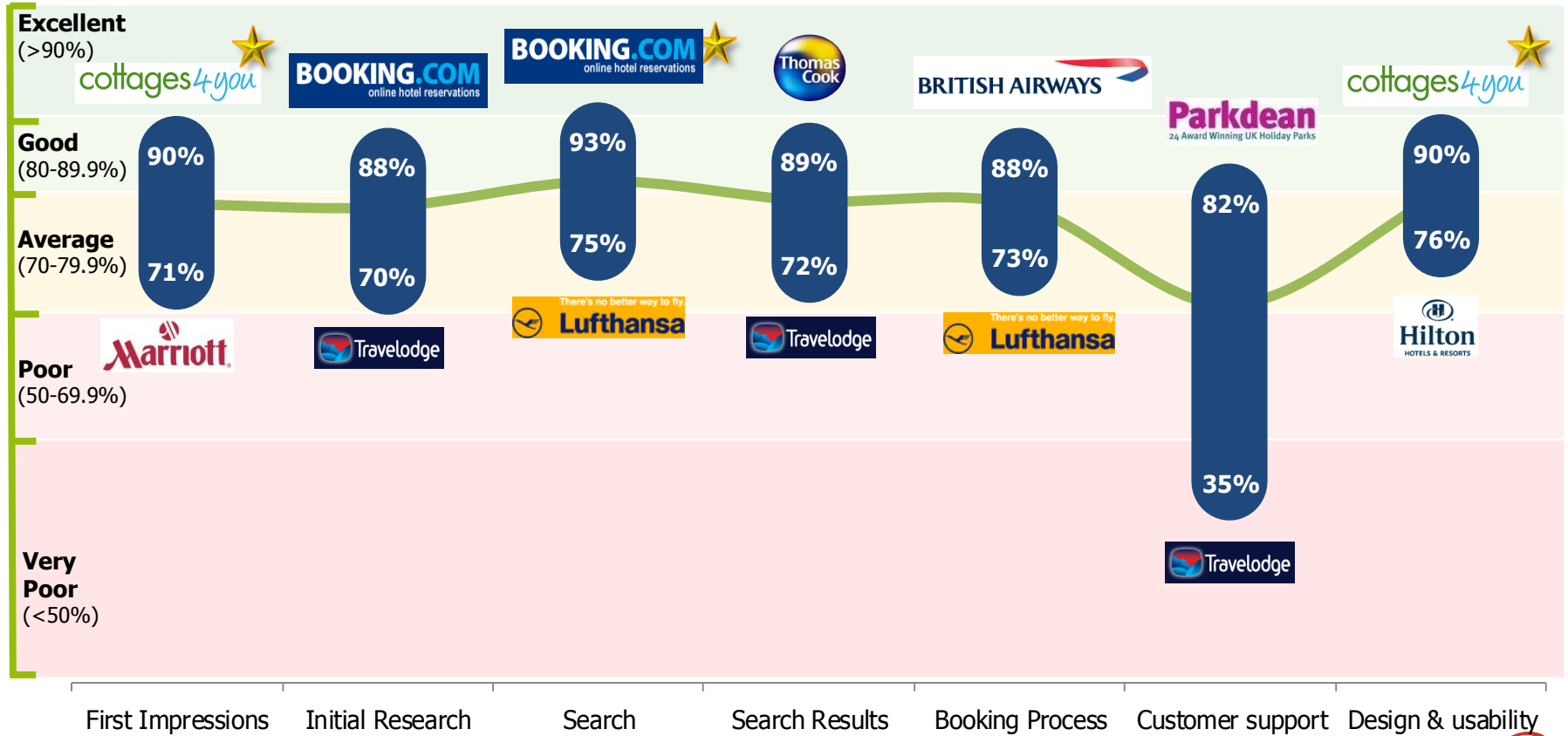
**Website only scores excluding customer service**



Rank	Score	Site	Rank	Score	Site	Rank	Score	Site
1.	87.9%	Cottages4you	12=.	83.6%	Parkdean	23.	81.9%	Jet2
2=.	87.3%	Thomson package holidays	12=.	83.6%	Monarch	24.	81.6%	Haven
2=.	87.3%	Thomas Cook	12=.	83.6%	EasyJet	25.	81.2%	Best Western
4.	86.6%	Booking.com	15.	83.1%	Virgin Atlantic	26.	80.0%	LastMinute.com
5.	86.0%	Premier Inn	16.	83.0%	Travelocity	27.	79.6%	CenterParcs
6.	85.9%	British Airways	17.	82.9%	Expedia package holidays	28.	78.6%	Butlins
7.	85.7%	James Villas	18.	82.7%	LateRooms	29.	78.3%	The Co-operative Travel
8.	85.1%	First Choice	19.	82.6%	Hotels.com	30.	78.0%	Travelodge
9.	85.0%	Ebookers	20.	82.5%	Kuoni	31.	77.5%	Lufthansa
10=.	84.4%	Hoseasons	21.	82.3%	Virgin Holidays	32.	75.5%	Hilton
10=.	84.4%	Expedia Hotels	22.	82.2%	Emirates	33.	74.3%	Marriott



## Range of results





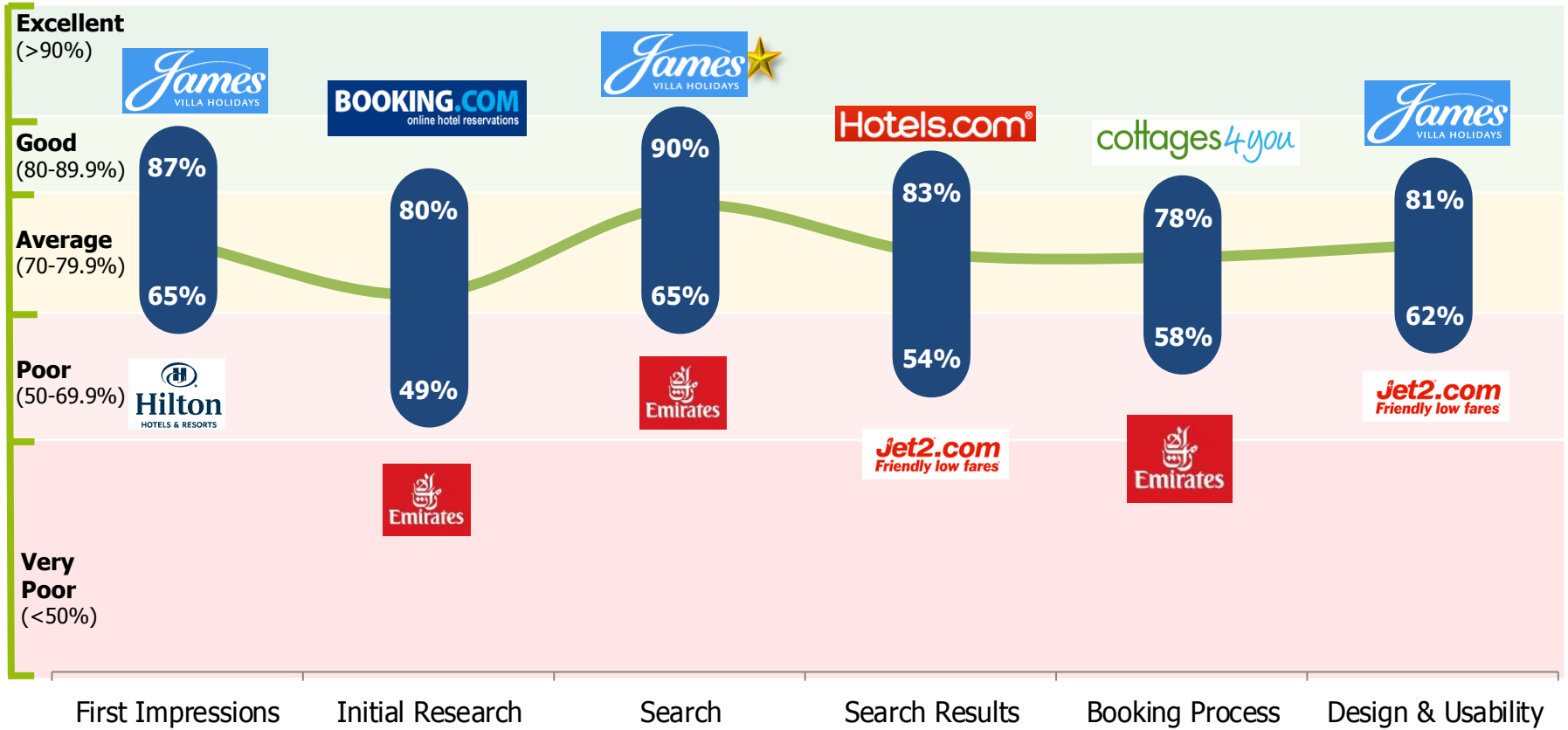
## Mobile site overall rankings

Rank	Score	Site	Rank	Score	Site	Rank	Score	Site
1.	81.1%	James Villas	9.	74.3%	Monarch	17.	71.0%	British Airways
2.	78.9%	Ebookers	10.	74.0%	Lufthansa	18.	70.7%	Thomas Cook
3.	78.8%	Hotels.com	11.	73.6%	Expedia Hotels	19.	70.5%	Marriott
4.	78.4%	Booking.com	12.	73.0%	Parkdean	20.	69.1%	EasyJet
5.	78.0%	Premier Inn	13.	72.8%	Haven	21.	67.3%	Last Minute
6.	76.6%	Cottages4you	14.	71.9%	The Co-operative	22.	66.7%	Hilton
7.	75.9%	Late Rooms	15.	71.6%	Travelodge	23.	60.7%	Emirates
8.	74.6%	Best Western	16.	71.5%	Center Parcs	24.	59.8%	Jet 2

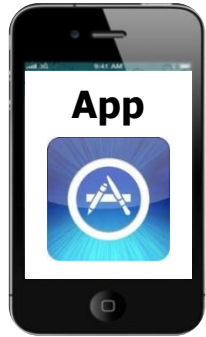
**N.B.** Mobile site rankings include all brands surveyed featuring a mobile site with search and booking facilities



## Range of results

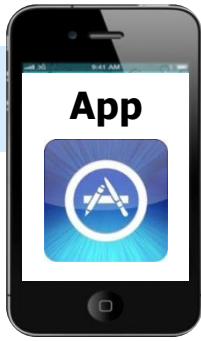




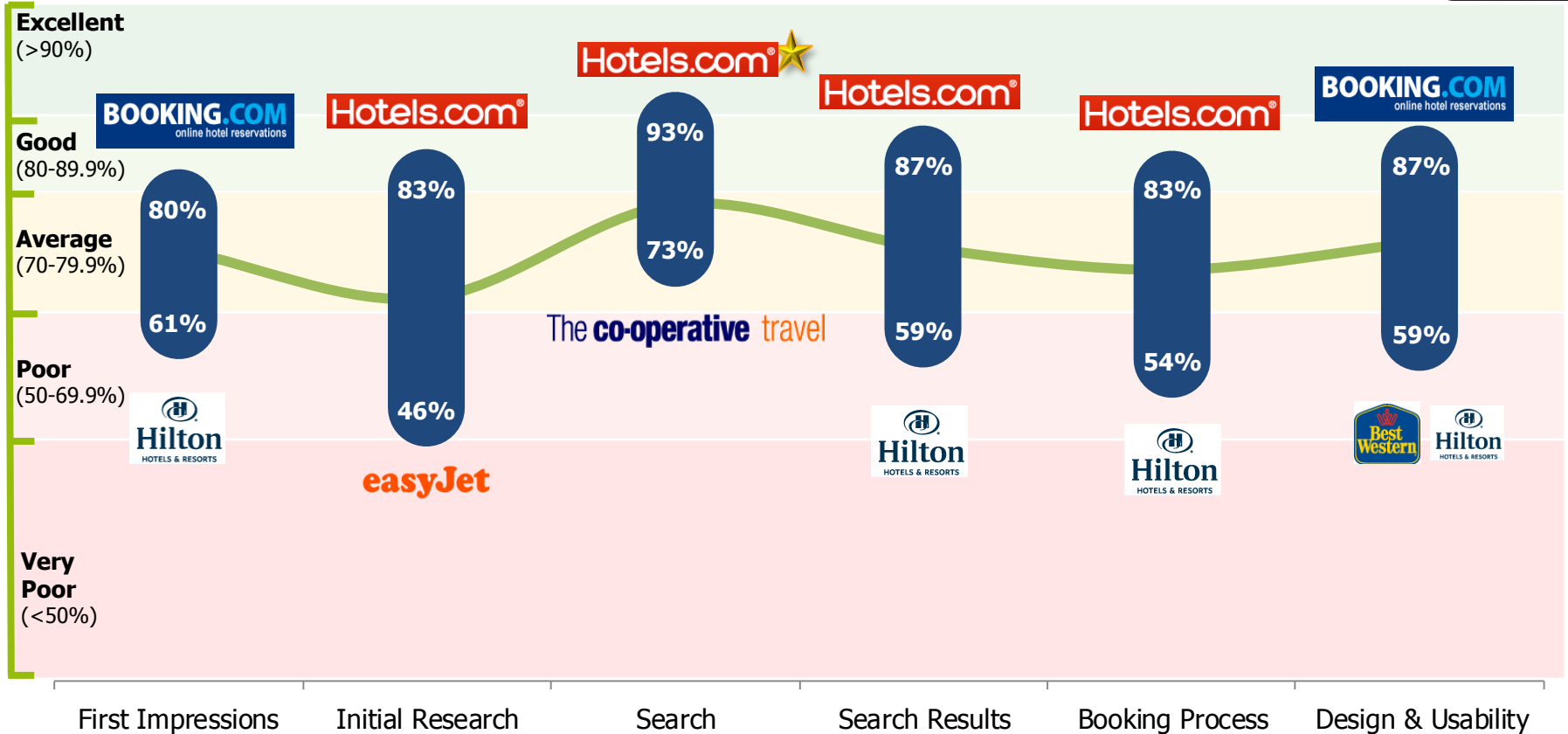


## App overall rankings

Rank	Score	Site	Rank	Score	Site	Rank	Score	Site
1.	85.4%	Hotels.com	7.	73.9%	Monarch	13.	67.6%	EasyJet
2.	84.6%	Booking.com	8.	72.3%	British Airways	14.	66.9%	Jet 2
3.	78.7%	Expedia Hotels	9.	71.7%	Travelocity	15.	59.6%	Best Western
4.	77.5%	Late Rooms	10.	71.1%	Marriott	15.	59.6%	Hilton
5.	75.7%	Ebookers	11.	69.8%	Lufthansa			
6.	74.9%	Premier Inn	12.	68.0%	The Co-operative			



## Range of results



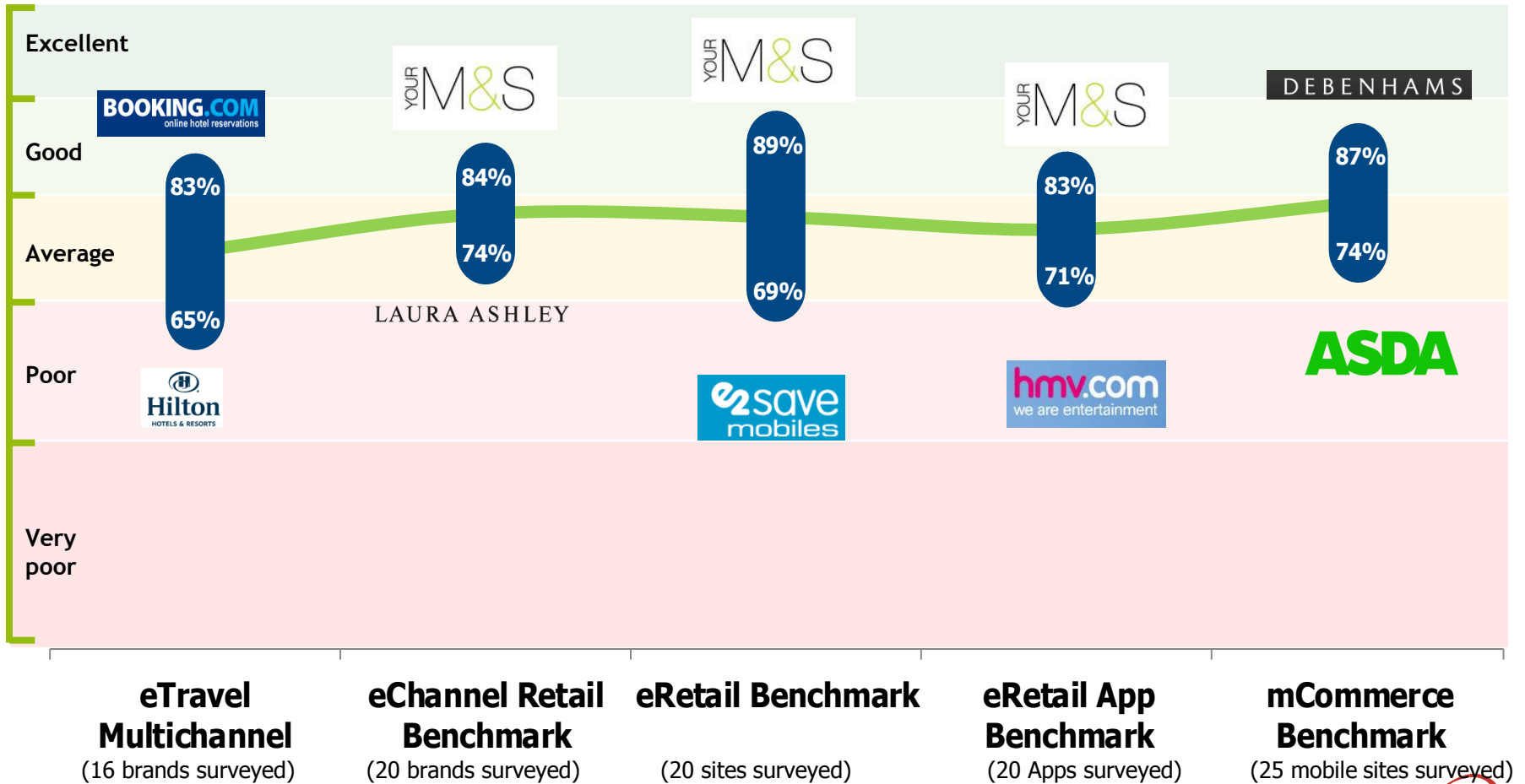
# App and mobile site experiences lag behind conventional websites, particularly for initial research and booking



Industry comparisons indicate retail brands provide a slightly better experience

# Industry Comparison

High, Low & Average scores



# Customer journey best practice

# Premier Inn and Ebookers rated highest for first impressions

First impression

#	Brand	Multichannel Score	Web	Mob	App
1	Premier Inn	80.8%	85.9%	80.2%	76.3%
2	Ebookers	79.3%	84.2%	78.0%	75.7%
3	Monarch	78.9%	83.6%	75.0%	78.0%
4	Booking.com	78.1%	81.9%	72.3%	79.9%
5	Hotels.com	77.9%	80.1%	74.2%	79.5%
6	Lufthansa	77.9%	81.4%	76.4%	75.9%
7	British Airways	76.7%	82.7%	72.8%	74.5%
8	Expedia Hotels	76.1%	81.6%	73.3%	73.4%
9	Late Rooms	75.5%	78.9%	74.1%	73.6%
10	The Co-operative Travel	74.9%	81.4%	73.3%	70.0%
11	Jet 2	74.1%	81.9%	67.8%	72.5%
12	EasyJet	72.6%	78.8%	70.5%	68.6%
13	Best Western	71.1%	80.1%	72.5%	60.8%
14	Marriott	70.1%	70.5%	69.1%	70.8%
15	Hilton	66.8%	74.7%	65.0%	60.8%

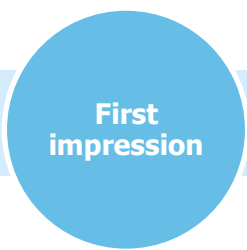


"The layout is simple which makes it easy to find what you are looking for. The images are eye catching and appealing and the facility to start searching for a hotel is right there".  
**- Premier Inn surveyor**

"The site is well laid out with easy to use and find sections, there is so much more than just booking available as we get to see short break options, deals, news and more. A great first impression".  
**- Premier Inn surveyor**



"Simplistic look and feel to the app but effective and conveniently placed links to browse the application with ease. Predominant search feature available from the homepage of the app".  
**- Booking.com surveyor**



## Web



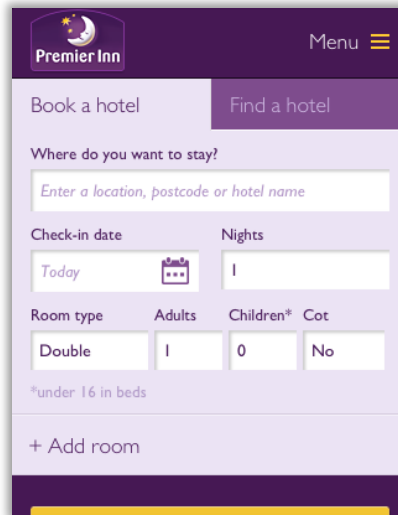
- Uncluttered and simple layout across channels ensures the user is not overwhelmed on first impression
- Initial page focussed on the key task of search in each case allowing users to begin searching quickly

Consistent brand feel across channels, strong and inviting use of colour

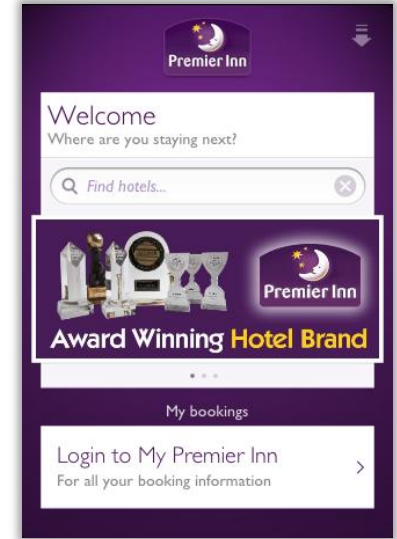
App features immediate 'current location' search

Mobile channels retain key functionality from web e.g. search by postcode/name/place, manage booking

## Mobile



## App



"The home page offers at a glance the main features: search special offers and main locations, making them immediately accessible to customers".



#	Brand	Multichannel Score	Web	Mob	App
1	Booking.com	83.4%	88.2%	79.6%	82.5%
2	Hotels.com	81.0%	82.8%	76.9%	83.3%
3	Expedia Hotels	79.4%	86.1%	71.0%	81.1%
4	Late Rooms	77.8%	83.5%	72.0%	78.1%
5	Ebookers	75.8%	83.2%	73.2%	71.0%
6	Premier Inn	73.7%	83.5%	69.4%	68.2%
7	Best Western	69.4%	78.8%	76.7%	52.5%
8	Monarch	68.4%	80.4%	71.7%	53.1%
9	The Co-operative Travel	66.3%	74.7%	59.4%	64.6%
10	Lufthansa	65.8%	82.2%	55.1%	60.1%
11	British Airways	65.8%	85.6%	51.9%	59.9%
12	Marriott	65.5%	73.2%	61.5%	61.9%
13	Jet 2	62.5%	83.5%	50.7%	53.2%
14	Hilton	59.7%	73.2%	53.5%	52.5%
15	EasyJet	59.1%	82.0%	49.3%	46.1%

## Booking.com Hotels.com



"Key information is readily available in all sections of the website, particularly the search results, where location, directions, prices and amenities are clearly detailed".  
- **Booking.com** surveyor

"I felt like I had access to all the information I would need and some nice photos. I could easily check availability and pricing and really liked that I could access customer reviews".  
- **Booking.com** surveyor



"Detailed description and information on hotels viewed on the App. Multiple photographs provided to promote hotels as well and links to facilities and local amenities".-  
**Hotels.com** surveyor





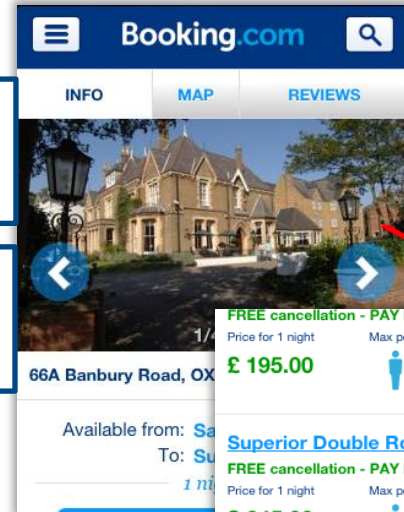
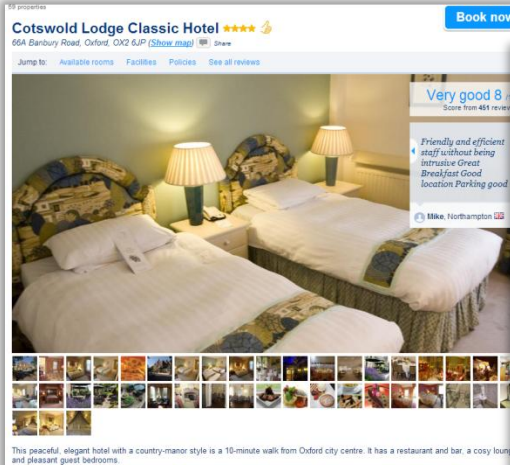
**Booking.com** ranks top for initial research due to excellent range and depth of information on all channels



**Web**

**App**

**Mobile**



Quickly accessible reviews when gathering information

Maps and images instantly available

Mobile-friendly information summaries with links to further detail

- Information finding on Booking.com made particularly easy by integration of images, maps, reviews and extra detail all in one place / within one step
- High quality and quantity of images available on App and mobile as well as conventional web



"The **information** on the hotels was excellent. Thorough, comprehensive, and with a good number of **pictures**; the pages have great potential to inspire".

#	Brand	Multichannel Score	Web	Mob	App
1	Booking.com	89.8%	92.5%	85.7%	91.2%
2	Hotels.com	88.3%	85.7%	86.0%	93.1%
3	Premier Inn	86.8%	91.7%	87.8%	81.0%
4	Ebookers	85.4%	90.4%	83.4%	82.4%
5	Expedia Hotels	85.3%	87.5%	81.9%	86.5%
6	Late Rooms	85.2%	89.2%	83.2%	83.2%
7	Monarch	82.1%	84.0%	79.4%	82.9%
8	EasyJet	81.2%	89.4%	76.9%	77.2%
9	British Airways	81.0%	87.4%	78.1%	77.6%
10	Marriott	80.3%	80.2%	80.5%	80.1%
11	Best Western	79.9%	87.7%	78.6%	73.4%
12	The Co-operative Travel	79.2%	81.5%	83.0%	73.2%
13	Lufthansa	79.0%	75.4%	84.0%	77.6%
14	Hilton	78.2%	80.2%	80.9%	73.4%
15	Jet 2	74.4%	79.6%	66.5%	77.2%

## Booking.com Hotels.com



"It's very easy to search from the panel on the front page and the results are displayed within seconds. An excellent search facility".

- Booking.com surveyor

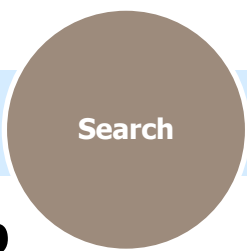
"I particularly liked that the search results were delivered very quickly, that they were accurate and were organised clearly by distance from the centre of the destination, which was helpful".

-Premier Inn surveyor



"It was very straight forward how to fill the search area in and it quickly brought back all the relevant results".

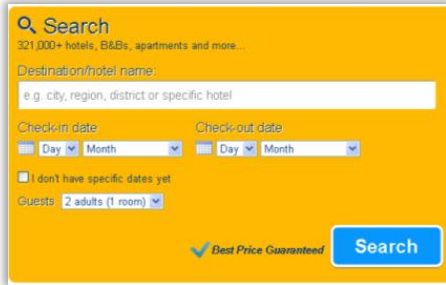
- Hotels.com surveyor



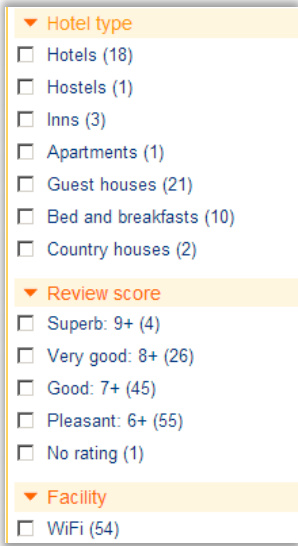
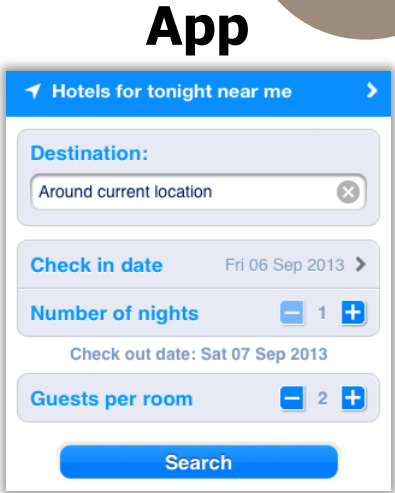
Simple initial search tool with flexible options (e.g. dates, city/region etc.) for web and mobile

App also offers geo-location search

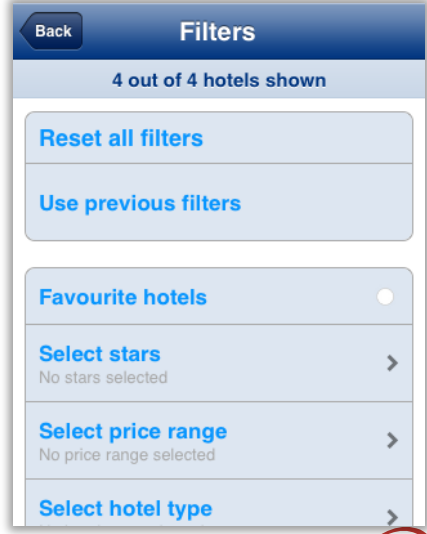
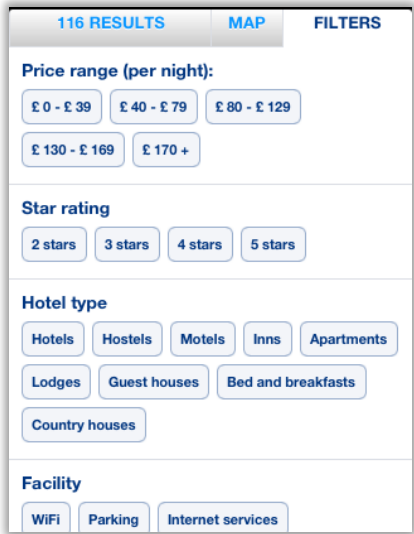
## Web/Mobile



"The search functionality is excellent; it's **easy to use** and returns lots of **relevant results** very quickly. There are plenty of fields to **select or narrow the criteria**".



Impressive range of filter types, available cross-channel



# British Airways and Hotels.com rated highest for search results

Search results



#	Brand	Multichannel Score	Web	Mob	App
1	British Airways	85.3%	86.0%	82.6%	87.3%
2	Hotels.com	85.2%	88.0%	80.6%	86.8%
3	Monarch	82.5%	87.5%	76.9%	83.2%
4	Late Rooms	81.5%	85.1%	79.6%	79.8%
5	Best Western	80.8%	82.9%	79.6%	79.9%
6	Premier Inn	80.4%	85.6%	80.3%	75.2%
7	Hilton	79.8%	86.1%	74.9%	78.6%
8	Jet 2	78.5%	88.1%	72.4%	75.1%
9	Expedia Hotels	76.3%	85.0%	73.8%	70.2%
10	The Co-operative Travel	73.8%	75.5%	78.9%	67.1%
11	Booking.com	72.3%	79.4%	78.1%	59.4%
12	Ebookers	71.3%	75.6%	72.9%	65.4%
13	Lufthansa	70.4%	74.3%	68.5%	68.6%
14	Marriott	67.3%	82.3%	54.2%	65.3%
15	EasyJet	65.8%	72.3%	65.6%	59.4%



"Search results are presented in a user friendly format and are comprehensive in terms of their scope and detail. Details were straightforward and clear images added depth. Pricing was concise and easy to understand. I had enough information to reach an informed holiday choice".  
**- Jet2 surveyor**

"It's easy to select your choice of flight. Both inbound and outbound flights can be selected According to price which is good. The results are clear and the layout of the mobile site is easy to use".  
**- British Airways surveyor**



"I particularly liked the layout of the search results, the varying size bars made it easy to see the cheapest time to fly".  
**- British Airways surveyor**



Web

**Dates and flights** | Price | Passengers | Payment | Confirmation

**Outbound flight**  
London - New York  
Friday 18 Oct 2013

Change >

We offer you a generous free checked baggage allowance on all these flights

! These are the lowest single adult prices including taxes, fees and carrier charges.

< Previous Week |  Also change my inbound dates | Next Week >

Tue 15 Oct from £211	Wed 16 Oct from £211	Thu 17 Oct from £211	<b>Fri 18 Oct from £231</b>	Sat 19 Oct from £327	Sun 20 Oct from £231	Mon 21 Oct from £211
-------------------------	-------------------------	-------------------------	---------------------------------	-------------------------	-------------------------	-------------------------

Sort flights by: Departure airport

			Travel Classes		
Departs	Arrives	Flight Operator	Economy	Premium Economy	Business Class
<b>Heathrow (London) LHR departures</b> > Hide					
08:30 18 Oct LHR	11:00 18 Oct JFK	BA0117	£314 <small>Only 4 seat(s) left at this price</small>	£593	£2251
09:55 18 Oct LHR	12:30 18 Oct JFK	BA0175	£327 <small>Only 2 seat(s) left at this price</small>	£593	£1353 <small>Only 2 seat(s) left at this price</small>

Mobile/App

**BRITISH AIRWAYS**

**Outbound: Select Flight**

< Thu 24 Oct from £231 | **Fri 25 Oct from £300** | Sat 26 Oct from £350 >

**Departs:** 08:30 25 Oct LHR  
**Arrives:** 11:00 25 Oct JFK  
**Flight Operator:** British Airways BA0117

- Economy £331
- Premium Economy £562
- Business Class £2181

Format and functionality consistent across mobile channels

Prominent facility to amend dates for all channels allows quick access to cheapest flights

Sectioned list format allows at a glance comparison of flight options by class

"Detailed and comprehensive in scope so I had enough information to reach an informed choice. I valued the ability to print, email or save results for later review and found the links to social media sites added dimension to the wealth of detail and options at my fingertips".

# Hotels.com and Booking.com rated highest for booking process



#	Brand	Multichannel Score	Web	Mob	App
1	Hotels.com	79.7%	78.4%	77.4%	83.3%
2	Booking.com	78.9%	82.4%	73.5%	80.9%
3	Premier Inn	77.2%	80.8%	77.6%	73.1%
4	British Airways	76.8%	88.1%	71.6%	70.8%
5	Ebookers	76.4%	82.1%	78.3%	68.8%
6	Monarch	76.3%	83.9%	70.5%	74.5%
7	EasyJet	76.2%	82.6%	73.0%	72.9%
8	Late Rooms	74.2%	79.2%	70.5%	72.8%
9	The Co-operative Travel	73.7%	78.5%	73.8%	69.0%
10	Marriott	72.4%	73.2%	72.0%	71.9%
11	Expedia Hotels	70.6%	79.2%	63.4%	69.2%
12	Lufthansa	69.8%	72.9%	70.5%	66.1%
13	Jet 2	68.8%	82.1%	59.4%	65.0%
14	Best Western	67.7%	80.0%	68.8%	54.3%
15	Hilton	67.2%	77.2%	70.0%	54.3%

## Hotels.com Booking.com



"The booking process on this site is a straightforward, step by step process. Pricing was clear at each step and options available to me were clearly presented. The booking process was efficient and easy to follow resulting in a positive experience in this area of the site".  
**- British Airways surveyor**

"The booking process was quick and easy to fill in and the summary made it easy for me to see what I was booking. I liked that I could easily see the cost and the payment methods accepted".  
**- Ebookers Package surveyor**



"It was one click of a button to book then you could fill in all your details and pay on the next screen which was great. I found the site secure and intuitive".  
**- Hotels.com surveyor**

# Hotels.com top for Booking process due to ease of tailoring within the process



## App

Last Name\*

Preferences

Double Bed

Non Smoking

Bedding and smoking preferences are not guaranteed.

Select accessibility requests for this room

Payment Method

Credit Card  PayPal

## Web

Sign In or Create an Account

Room Details

Room 1 Deluxe Double Room - Advance Purchase,, - Adults: 2, Children: 0

First Name

Last Name

Preferences (optional)

King Bed Non Smoking

Make special requests for this room, or tell us about your accessibility needs

Accessibility requests

Please describe any special requests (e.g. late check-in, non ground-floor, etc.). Hotels.com will pass your special request along to the property, but such requests are **not guaranteed** and may not be available in the room type and room rate requested. You may wish to call the property directly prior to your stay to confirm your special request.

Please select any accessibility features. After booking, Hotels.com will call the hotel to confirm availability. If confirmed, you will receive a confirmation e-mail. If the accessibility features you selected are unavailable, Hotels.com will contact you to help make alternative arrangements. Accessibility requests are not guaranteed and may incur additional charges.

- Accessibility equipment for the deaf
- Accessible bathroom
- Accessible path of travel
- Braille or raised signage
- In-room accessibility
- Roll-in shower

Your Booking Summary

London Marriott Hotel West India Quay

Your special offer has been applied: Advance purchase special

Check in: 05/10/2013  
Check out: 06/10/2013

Deluxe Double Room - Advance Purchase,,  
Saturday, October 5, 2013 £109.65

Total Price **£109.65**

Deals & Discounts

- Get to the hotel for less with 18% off airport transfers [Show details](#)
- DISCOUNTED BUS TOUR OFFER - Please click the relevant link on confirmation page to book your discounted tour [Show details](#)
- DISCOUNTED LONDON PASS OFFER [Show details](#)
- Apply a Discount Code

Dynamic booking summary records amendments and tracks price

Secure logos add peace of mind

Sign in option pulls through details to streamline the process

## Mobile

Booking: H10 London Waterloo

ssl-uk.hotels.com/mobile Search

Optional (you can book as a guest too!):

Sign in or Create an account to get 1 free\* night for every 10 nights you stay! (Learn more)

Welcome Rewards

Book and review

Booking details

H10 London Waterloo ★★★★★

Special request bespoke feature including pre-select accessibility options

"I was able to move back and forth through the process to alter and requirements without issue. I also felt it was easy to see what was included in the price whilst going through".

# Booking.com and Premier Inn rated highest for search results



#	Brand	Multichannel Score	Web	Mob	App
1	Booking.com	84.3%	86.0%	79.4%	87.3%
2	Premier Inn	81.8%	88.1%	81.3%	75.9%
3	Hotels.com	81.5%	82.7%	75.5%	86.3%
4	Ebookers	80.7%	84.0%	80.9%	77.1%
5	Expedia Hotels	80.3%	85.6%	75.3%	80.1%
6	Monarch	79.7%	85.6%	75.6%	77.8%
7	Late Rooms	79.3%	82.5%	77.1%	78.4%
8	British Airways	77.9%	85.8%	71.9%	76.1%
9	Lufthansa	77.6%	78.1%	80.5%	74.3%
10	EasyJet	76.1%	84.6%	72.2%	71.4%
11	Marriott	74.7%	77.7%	72.0%	74.3%
12	Best Western	71.6%	82.9%	73.1%	58.9%
13	Jet 2	71.2%	81.5%	62.0%	70.2%
14	The Co-operative Travel	71.2%	77.3%	70.2%	66.1%
15	Hilton	67.4%	76.0%	67.2%	58.9%

Booking.com



"Key information is readily available in all sections of the website, particularly the search results, where location, directions, prices and amenities are clearly detailed".  
**- Premier Inn surveyor**

"The site overall was excellent, very easy to use and very clear. The pages loaded quickly and used bold options to ensure the overall search results were accurate. Auto populating search boxes as you type is really useful".  
**- Premier Inn surveyor**



"The whole App is exceptional. Its easy to use and well laid out and offers lots of information relating to destinations".  
**- Booking.com surveyor**





## Web

✓ Best price. We guarantee it.

Room type	Conditions	Max	Price	Nr. rooms	Reservation
<p><b>Twin Room</b> Flat-screen TV Prices are per room Included: 20 % VAT.</p>	<ul style="list-style-type: none"> <li>• FREE cancellation - PAY LATER</li> <li>• Breakfast £10</li> </ul>	2	£195	0	<p>Book now</p> <p>Confirmation is immediate</p>
<p><b>Double Room</b> Flat-screen TV Prices are per room Included: 20 % VAT.</p>	<ul style="list-style-type: none"> <li>• FREE cancellation - PAY LATER</li> <li>• Breakfast £10</li> </ul>	2	£195	0	
<p><b>Superior Double Room</b> Flat-screen TV Prices are per room Included: 20 % VAT.</p>	<ul style="list-style-type: none"> <li>• FREE cancellation - PAY LATER</li> <li>• Breakfast £10</li> </ul>	2	£245	0 <small>Only 5 left</small>	
<p><b>Single Room</b> Flat-screen TV Prices are per room Included: 20 % VAT.</p>	<ul style="list-style-type: none"> <li>• FREE cancellation - PAY LATER</li> <li>• Breakfast £10</li> </ul>	1	£155	0	

▲ Back to top

**Facilities of Cotswold Lodge Classic Hotel**

- Bedroom: Wardrobe/Closet
- Outdoors: Terrace
- Living Area: Seating Area, Desk
- Media & Technology: Radio, Satellite Channels, Flat-screen TV, Telephone

"The is very comprehensive. I like that you are able to **explore hotels, look at pictures and read reviews**. It is professional looking and I would feel secure about using it in order to make a booking."

## Mobile

Booking.com  
Hotels for tonight near me  
Search  
Hotels, guest houses, motels, and more...  
Around current location

Geo-location search

Table to summarise and amend key options

Mobile-friendly buttons to access features, next steps and amendments

Text volume minimised with links to detail

## App

4 hotels in Southampton  
Prices for 1 night (06 Sep - 07 Sep)

List Map

**Jurys Inn Southampton**  
★★★★ Good, 7.8  
£119.01  
Overlooking East Park, Jurys Inn has a 24-hour reception and a modern restau...

**Holiday Inn Express Southampton -...**  
★★★★ Very good, 8.2  
£89.00  
Only 2 rooms left!  
Just 1 mile from junction 7 of the M27, this hotel has free parking and sits next...

**Mercure Southampton Centre Dolphin...**  
★★★★ Good, 7.8  
£109.00  
Dating back  
Mercure So...

Sort: [thumbs up]

Hotel details: Best price. We guarantee it. Check in date: Tue 01 Oct 2013. Number of nights: 1. Add to favourites. Share by email. Hotel facilities: Restaurant, Non Smoking Rooms, Meeting/Banquet Facilities, Bridal Suite, Luggage stor...

"**Excellent refining tools to filter** your search results listed from your chosen destination within your search. **Excellent reviews** provided to customers and simple to follow booking process".

## Top ranking customer support brands by channel

 Live chat



"This enabled me to get an **immediate answer**. The rep was **friendly** and also offered to keep the conversation open whilst I continued my booking".



"The live chat was very easy to use and the **response time excellent**. My query was answered **quickly** and I **instantly** knew how to proceed; I think this service is an asset to the site".

 Email



"The email was **well written and presented** and I liked that it was **personalised** by using both my name and that of the customer services representative".

"I **found the online form easily** and was very pleased to receive the **full response within 1 hour**. The email was **polite** and **helpful** and I would happily use this again".

 Phone



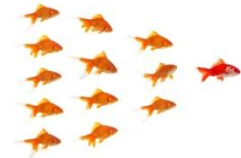
"I was very pleased at how **quickly** I got to speak to a live operator and they were **able to tell me everything** I had phoned them about in a **polite and professional** manner".

"The automated system was very short and easy to navigate. I got through to an operator very **quickly** who was very **helpful** and **fully answered my enquiry**".

# Background to eDigitalResearch and benchmark research

## We are one of the leading providers of digital market research

- established in 1999 by current directors/owners
- self funded, financially secure, clear ethics
- own system with outstanding technical support
- team of research professionals

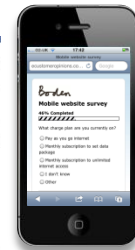


## We have migrated traditional market research to digital methodologies

- reducing costs – fixed pricing model
- faster results – real time results
- improving accuracy – no response or panel limits

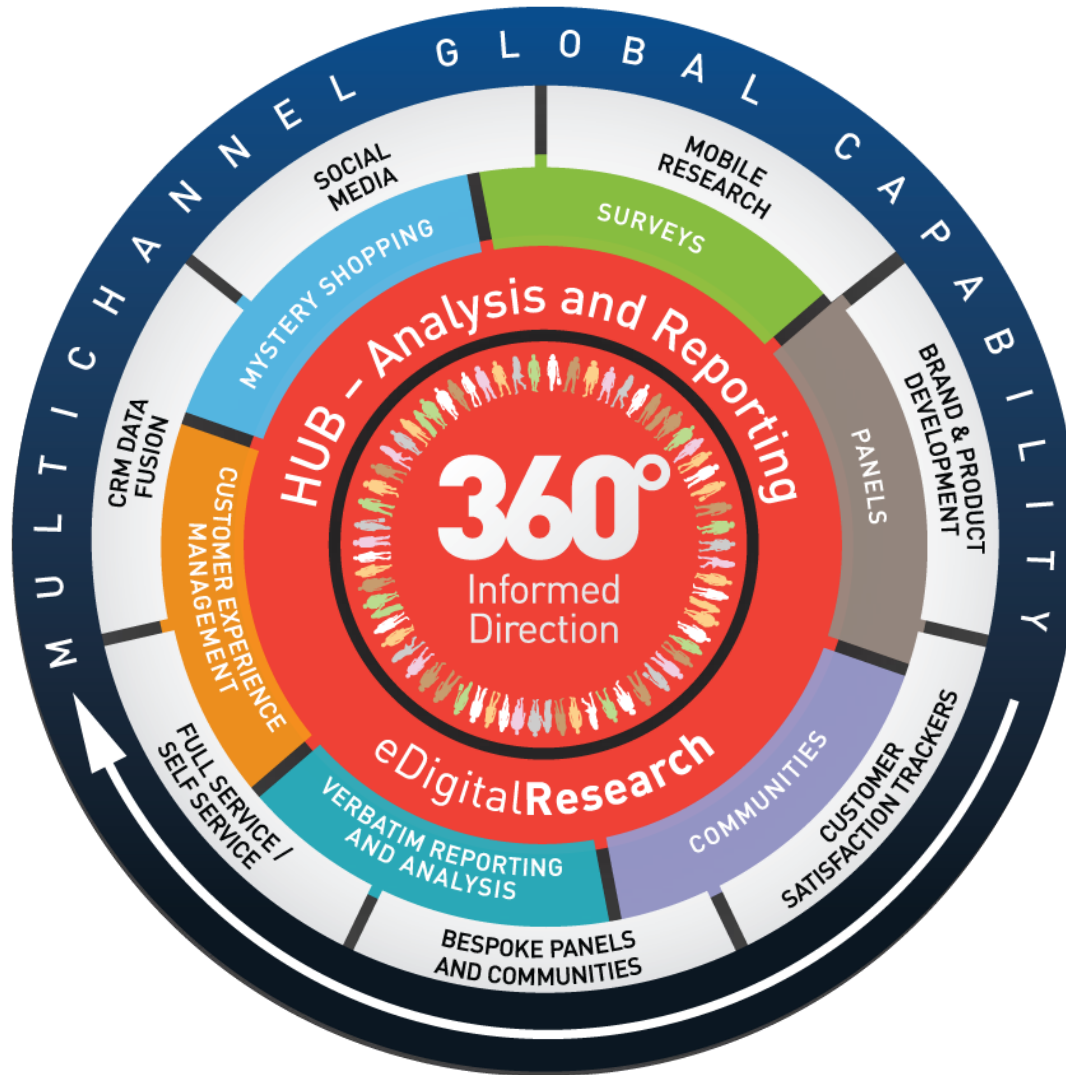
## We are developing and introducing innovative research solutions

- real time feedback
- maximising respondent engagement
- industry norms/benchmarking
- mCommerce/mResearch
- social networking (digital communities)
- Fully integrated customisable Customer Experience Management



### Company Partners





- ❶ eDigitalResearch have been benchmarking the top 50 UK Internet retail sites since 2000.
- ❷ In 2005 we commenced benchmarking the UK car industry and in 2008 we added UK financial sites. In 2011 we released our first App benchmark.
- ❸ In June 2009 we commenced our eMysteryShopper e**Travel** Benchmark. This is our thirteenth report.
- ❹ eMysteryShopper provides an in-depth and structured study of website usability, functionality, supporting logistics and customer service through our unique panel of profiled UK Internet users. Working under strict Non Disclosure Agreements these profiled individuals are paid to complete 'end-to-end' surveys on selected websites.
- ❺ We currently work with our UK-wide network of eMysteryShoppers (surveyors) carrying out end to end usability studies on over 60 sites at any one time.

- ① We believe that the 'usability' of any live and currently functioning website should be based on the opinions of as many profiled users as possible. Respondents should also be using their own equipment and internet connections mirroring as closely as possible the clients' own mix of users. This is opposed to deploying one-to-one interviews in 'laboratory' conditions.
  
- ① This 'end to end' usability technique provided by eMysteryShopper has the following advantages:-
  - ① Provides both qualitative **and** quantitative data that allows both pre and post site change analysis
  - ① Allows for quantitative benchmarking versus main competitors
  - ① Allows benchmarking versus 'best in breed' in other areas of the internet
  - ① Allows users to complete feedback using their own familiar equipment
  - ① Users complete surveys when they want; across all times of the day and week with little interference or influence from facilitators or fellow focus group members
  - ① Enables the surveyor to give feedback on customer service and support



Vanbrugh House, Grange Drive  
Hedge End  
Hampshire SO30 2AF  
Tel: 01489 772920

[www.edigitalresearch.com](http://www.edigitalresearch.com)

 @eDRtweet

 eDigitalResearch

Key Contact:

**Rob Kitchen** Research Manager ([rob.kitchen@edigitalresearch.com](mailto:rob.kitchen@edigitalresearch.com))

For a **bespoke insight programme** designed specifically to **gain insight and understanding** into online and mobile travel presence, please contact Lynda Baker, Business Development Manager, [lynda.baker@edigitalresearch.com](mailto:lynda.baker@edigitalresearch.com). Similarly, if your site was involved in the study and you would like **more information**, then please **contact Rob Kitchen**