



Geneca

Custom Software Solutions for **Hospitality**

FRONT-END USER EXPERIENCE UPDATES MAKE HOTEL PROGRAM ENROLLMENT A BREEZE

THE CLIENT

This global hospitality company has dozens of brands and 800+ locations in countries all around the world. This corporation is committed to caring for people, whether they are guests at their hotels and resorts or members of local communities. This business was founded by family more than 50 years ago and has continued to succeed by putting people first.

THE PROBLEM

Frequent guests can enroll in a loyalty program to earn points and receive rewards and discounts for future stays. However, the client was experiencing some problems with user enrollment.

Users were creating an abundance of different accounts for themselves when they forgot they had one, forgot their password, or otherwise became locked out of their previous accounts. In addition, the enrollment process was not very intuitive, leaving users confused and unsure which action to take next.

Since the client's target demographic tends to be more comfortable on the phone, they would frequently call in to discuss their issues when lost. These calls resulted in frustration and time lost for employees that had to handle these issues via telephone.

THE SOLUTION

Geneca collaborated with in-house technical teams to make updates to each of the enrollment forms that would simplify the process for users, prevent an individual from creating multiple accounts, and free up employee time.

We focused on enhancing the user experience to simplify sign up and direct user flow in an intuitive way for our client's main user persona. These changes to the enrollment forms saved time, reduced user error and frustration, and redirected users quickly and clearly to their available options, especially whenever they encountered a potential set back.

WHAT WE DID

Geneca developers worked onsite with our client's internal IT teams to propose and execute the best solution for user enrollment issues.

- ❖ Added more, clearly designated **optional fields** to each enrollment form
- ❖ Introduced **autofill** to pre-populate user information
- ❖ Coded **validations** upon sign up that prevent one user from generating multiple accounts
- ❖ Made the enrollment process more intuitive by **directing users** through available user flows



BLEND TEAMS

Collaborated directly with client's internal IT team and business stakeholders, working onsite and quickly adapting to a new team and code base.



SIMPLIFY SIGN-UP

Coded more opportunity for optional form fields, added autofill to pre-populate information, and clearly directed users to the available and appropriate user flows.



REDUCE ERRORS

Reduced errors on enrollment forms by 96% while decreasing the amount of time employees spent helping users that called in with issues.



IMPROVE UI/UX

Improved overall user experience for new rewards members across the globe by adding features to enhance simplicity, speed, and intuitiveness.

THE RESULTS

Geneca assisted our client in enhancing the enrollment process for new members of a rewards program. The changes we implemented resulted in a 96% decrease in errors on enrollment forms, indicating a simpler and more intuitive sign-up process. In addition, we reduced the amount of time employees needed to spend solving issues with users on the phone and the possibility of one user creating multiple accounts.

