



# Geneca

Custom Software Solutions for **Hospitality**

---

## REWARDS PROGRAM REDESIGN ALLOWS FOR INCREASED ACCESSIBILITY & MORE

---

### 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

As the client and their global brands have expanded, they have recognized the need for personalization that is increasingly demanded of customers across many industries. However, the client's web site was not designed to support the type of customization they now desired to provide for 3+ million distinct visitors around the globe.

### THE SOLUTION

Geneca collaborated with in-house technical teams to redesign aspects of the site and allow for a more personalized experience for visitors based on their location, number of stays, and abilities.

First, we ensured that the websites of our client and their multiple brands were in compliance with the latest standards set by the Americans with Disabilities Act. The ADA requires that businesses make their websites accessible to those that might be blind, deaf, or need other assistive technologies to navigate the site.

We also created system components to provide a more targeted experience. These components allowed the client to easily promote unique experiences to customers based on their interests and location. We also created a milestone timeline to help guests visualize bonuses they could earn based on their actions.

### WHAT WE DID

Geneca developers worked onsite with our client's internal IT teams to execute an approach that would deliver a customized and accessible experience to millions of site visitors.

- ❖ Improved user accessibility in compliance with ADA regulations
- ❖ Pushed personalized promotion of unique events from partners of the client
- ❖ Coded back-end components to allow for easy customization of individual users
- ❖ Created a milestone timeline to promote users to earn points and win bonuses



### 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.



### IMPROVE ACCESSIBILITY

Coded updates that put client in compliance with ADA regulations and allowed individuals with limited visual, audio, or physical abilities to access the website.



### CUSTOMIZED EXPERIENCE

Programmed new components that allow for personalized user experience based on interests, locations, and previous stays with the client.



### ADDED VISUALIZATION

Created a timeline to help users celebrate milestones and better visualize how to make it to the next one to earn related bonuses and rewards perks.

## THE RESULTS

Geneca assisted our client in building their capability to service customers of all types and cater to the individual user experience needs of each. The client is now in compliance with all appropriate website accessibility regulations, reducing risk of related fines as well as increasing the probability of their services reaching a larger audience. They are also poised to offer customization for each page, showing each visitor deals and other information that is especially relevant to them. While the changes are recent, the client forecasts an increase in revenue resulting from the ability to connect with a wider range of consumers and promote deals and events more likely to appeal to them.

Let's Talk!

Email us at [Sales@geneca.com](mailto:Sales@geneca.com)

Call us at (630) 599-0900

