

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Hotel

<https://all.accor.com/hotel/9057/index.en.shtml#section-reviews>

Business Objective: Get more bookings

Funnel: Search Funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Tourists, Travellers, People on a business trip.
- b. Visitors are mostly couples.

**** IMPROVEMENT ADVICE FROM FELLOW GS**

2. Where are they now?

- a) Reading contents on the sales page (not their own page, "tripadvisor" type of page because their own page sucks.

****Start from the very beginning when analysing top players, conclude with a step by step procedure the end customer would go through (EVERY STEP MATTERS)**

b) Current Levels

➤ Value/Desire:

Desire - 40% (good but requires improvement). Decent pictures to increase desire (they low-key look fake with all the picture editing and filters, could create doubt to customers that 'it's too good to be true'), great location with a good view, and good feedback regarding friendly staff. (Desire can be improved as customers can always find competitors, different offers and locations they may like).

"Not our first choice. Well, we are so happy we chose this hotel!"

"Modern interior"

****Desire for hotel is high as they NEED one to stay, rise the desire for YOUR hotel**

➤ Belief it'll work:

40% (good). The company has multiple branches across London. They have 39 storeys, very likely to have plenty of rooms available. A few negative feedback related to the service.

➤ Trust in the company:

50% (good). High number of reviews with 4.4/5 stars with 4300 reviews.

c) Current state

****Use customer language**

- Searching for hours for places to stay.
- Tired, wanting to go on a trip and leave work life behind.
- I want to go to a hotel where I can relax comfortably.
- I want a good experience with good memories.

d) Dream state

- My stay was booked successfully and easily with a fast check-in.
- Staff was very efficient and friendly
- Enjoying the view
- High quality hotel with good food

3. What do I want them to do?

Increase their desire to choose this hotel rather than others

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- The hotel booking link should appear right at the top so it's the first link they click on.

- They need to see better, more realistic pictures of what the hotel is really like (which will be good enough since the hotel is great).
- They need to experience their actual web page (which currently sucks) so it gives a feeling of welcome and hospitality rather than booking from a third party website. (Hotel probably pays commission fee to the website, something that wouldn't happen if they improved their own website > they save money = more revenue)

DRAFT

Here I would create a draft of an improved version of their front-webpage inspired by the third party booking website they're currently using.

Their own ugly website

Novotel London Canary Wharf *****

FROM 52,00 (GBP £)

Check-in: 13-07-2024 Check-out: 14-07-2024

Book for 1 Night(s).

Adult(s): 1 Child(ren): 0

SEARCH

Do you know the **The Dilly?**
thedilly.uk-london.website

Novotel London Canary Wharf | London | Greater London | England

40 Marsh Wall, Tower Hamlets, London, E14 9TP, United Kingdom

DETAILS

ROOMS

NOVOTEL LONDON CANARY WHARF

Enjoy a roof terrace with 360° views across the London skyline. Novotel London Canary Wharf also benefits from an air...

Third party website (where they probably get more attention on)

AI

Hotel

Stay

Loyalty programme

Deals

Our partners

Activities

Meeting & Events

Professionals

EN

GBP (£)

Sign in / Sign up

Home > [United Kingdom hotels](#) > [London hotels](#) > [Novotel London Canary Wharf](#)



NOVOTEL

Novotel London Canary Wharf

Family friendly

Ecocertified

4.4/5 All

4,301 reviews

40 Marsh Wall, E14 9TP LONDON, United Kingdom

- [See the map](#)

Description

Rooms

Location

Hotel services

Customer reviews

See rates

62 PHOTOS/VIDEO

BEST PRICE GUARANTEE