



Genesys
the travel technology consultancy
www.genesys.net

Winning Online

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Genesys – The Travel Technology Consultancy

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Last year

- In-depth look at social media
 - Facebook
 - Twitter
 - YouTube
- Touched on mobile
- Brief review of maximising your website's conversion capability

What's been happening since then

- Social media is working well for many travel companies
- Popularity of mobile snowballing
- Consumer power continues to increase
- Some new buzzwords
 - SoLoMo
 - Integrated marketing
 - Loyalty loop
- Your website is still where you do your selling

So Today's Topics

- The buzz
 - SoLoMo
 - Integrated marketing
 - Loyalty loop
- Addressing consumer power
- Converting visitors to customers

SoLoMo

- Social
 - Local
 - Mobile
- Acronym coined by venture capitalist John Doerr of Kleiner Perkins Caufield & Byers to sum up this convergence of 3 major powers

Hugues Aufray - Santiano (Acoustic - TV5Monde)

acoustic

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JCFrog

La solution existe



Hello world

Je m'appelle Jérôme Choain mais mon id sur la toile est **JCFrog**

Né en 1968, à Saint Quentin (02), ingénieur, marié, 3 enfants

Déviances connues: utopiste acharné, dictateur amateur en 1ere année de Transparence (Paris XXI), super héros du web (en formation)

video of the day

Geek



Artistes maltraités



SoLoMo

- Social media interaction is now Martini
 - Anytime, Anyplace, Anywhere
- Smartphones are de rigueur
- Everyone feels the urge to share
 - Right here, right now.



StevenPJAR StevenAltmann-Richer

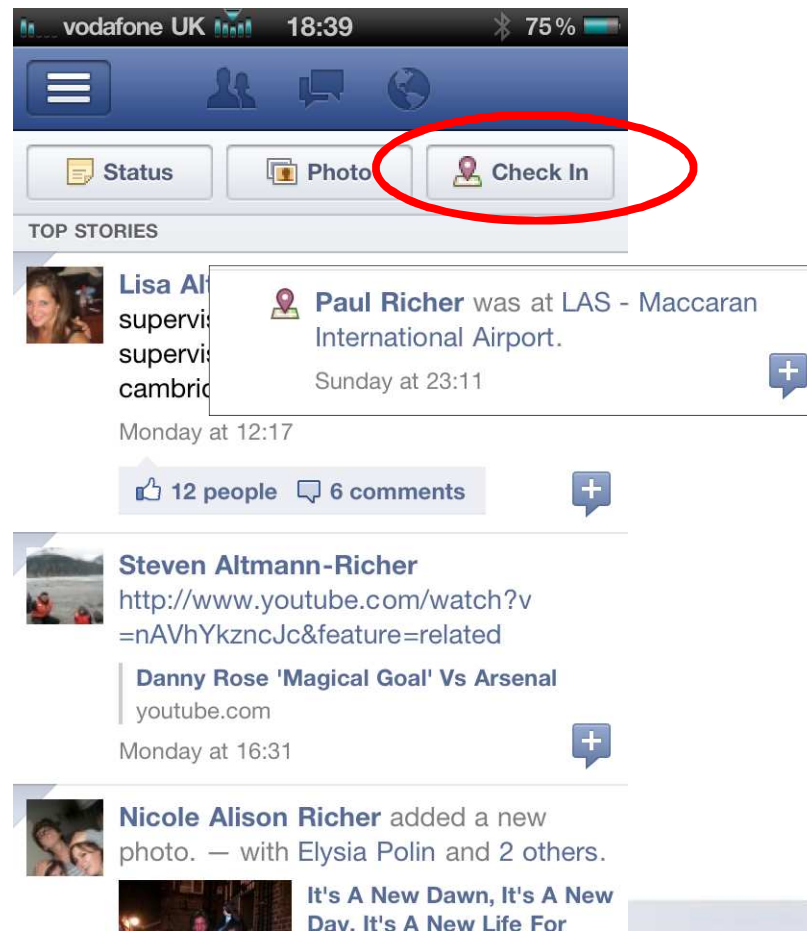


Check out the cool frog in our garden, enjoying itself in the downpour! [yfrog.com/nz57ijzj](https://www.yfrog.com/nz57ijzj)

27 Oct



■ Location, location, location



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Mike Tawil 7 days ago • Limited From Google Maps Russell Square -

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Michael Mangione 2 months ago • Extended Interesting article game <http://www.worstall/2011/08/11/just-been-very-motorola-mobility/>

Cristian Lorenzutti checked in 36 minutes ago • Public Finally fish and chips! :) 

Quality Fish Bar

2 comments

Quinn dell Blackwell - You have now inform me of what is "Fish and Chips" i'm surprise i never look it up, even after hearing it so many times.

Jim Carver - +Quinn dell Blackwell Crunchy batter fried fish, usually cod and fried potatoes. Mmm.

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Stream

< Friends Nearby Acquaintances > Paul Richer Share... Settings

Fairholme Close, Barnet

More actions

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Send feedback

Social Media Revolution



What are the implications?

- If your customers check-in, all their friends here about your business
 - Great for restaurants, hotels, attractions
- Your customers provide instant comment
 - If they are happy all their friends will know
 - If they are unhappy all their friends will know
- Instant comments
 - But they stick

Get Involved



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Shelley Macmillan Easy one! Covent Garden London!
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12m

@JuniorStyleSale Hi, no, it's Becs, hello! Glad you enjoyed - makes Wednesday worth getting out of bed early for!

↳ In reply to Junior Style



giraffe restaurant @giraffetweet

28m

@mummyratesit @JuniorStyleSale You can book ahead if you would like to? giraffe.net/classic/book-o...

↳ In reply to Michelle



giraffe restaurant @giraffetweet

54m

@robstroudUK the ground will be ready for them when you do!

↳ In reply to Rob Stroud



giraffe restaurant @giraffetweet

58m

We're also thankful because we can splash in the puddles wearing these! animalprintsale.com/giraffe-rain-b...



giraffe restaurant @giraffetweet

1h

Enough complaining about the rain... lets be thankful we've got some... We're thankful because we don't have to water our window boxes!



giraffe restaurant @giraffetweet

2h

@Ca11ard I was watching it with a cup of tea in hand... feeling spritely this morning! You need a brekkie from us to sort you out!

↳ In reply to Sean



giraffe restaurant @giraffetweet

3h

@DannyUK But they are supposed to be open at 8am? What time did you get there?

↳ In reply to DannyUK



giraffe restaurant @giraffetweet

3h

@Ca11ard how are you feeling this morning!?

↳ In reply to Sean



giraffe restaurant @giraffetweet

3h

@TheFoolTweets woohoo, nice one! Hope you enjoyed breakfast and have a nice flight!

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Mobile



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What do you do

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Integrated Marketing

- Here's part of the problem

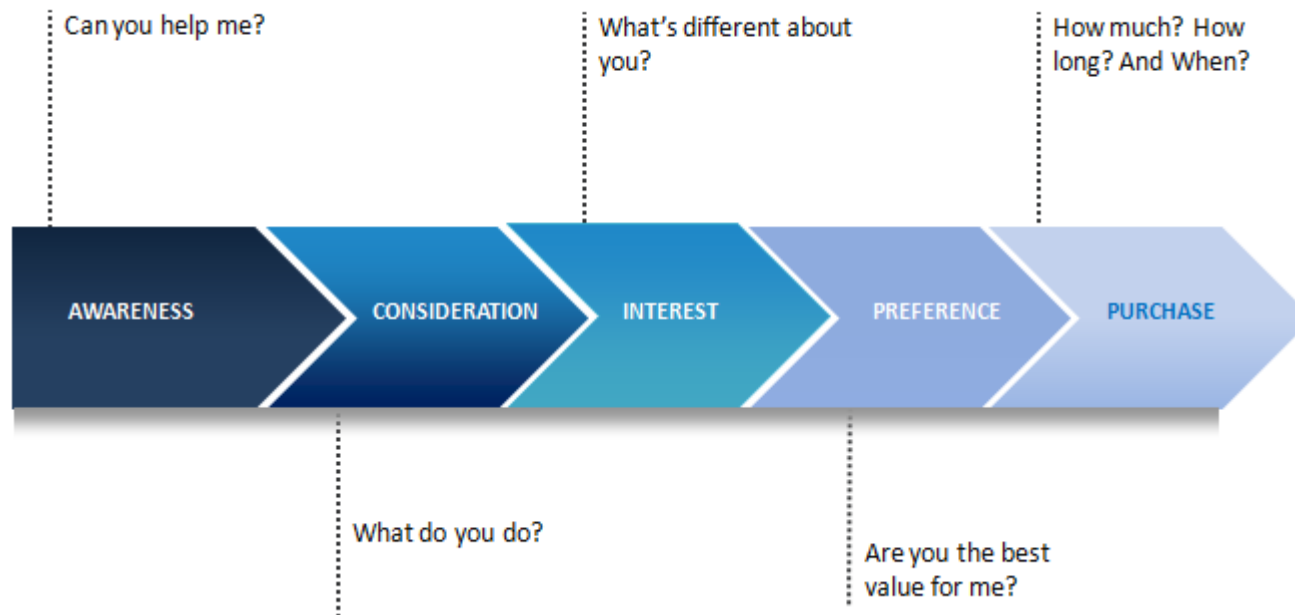


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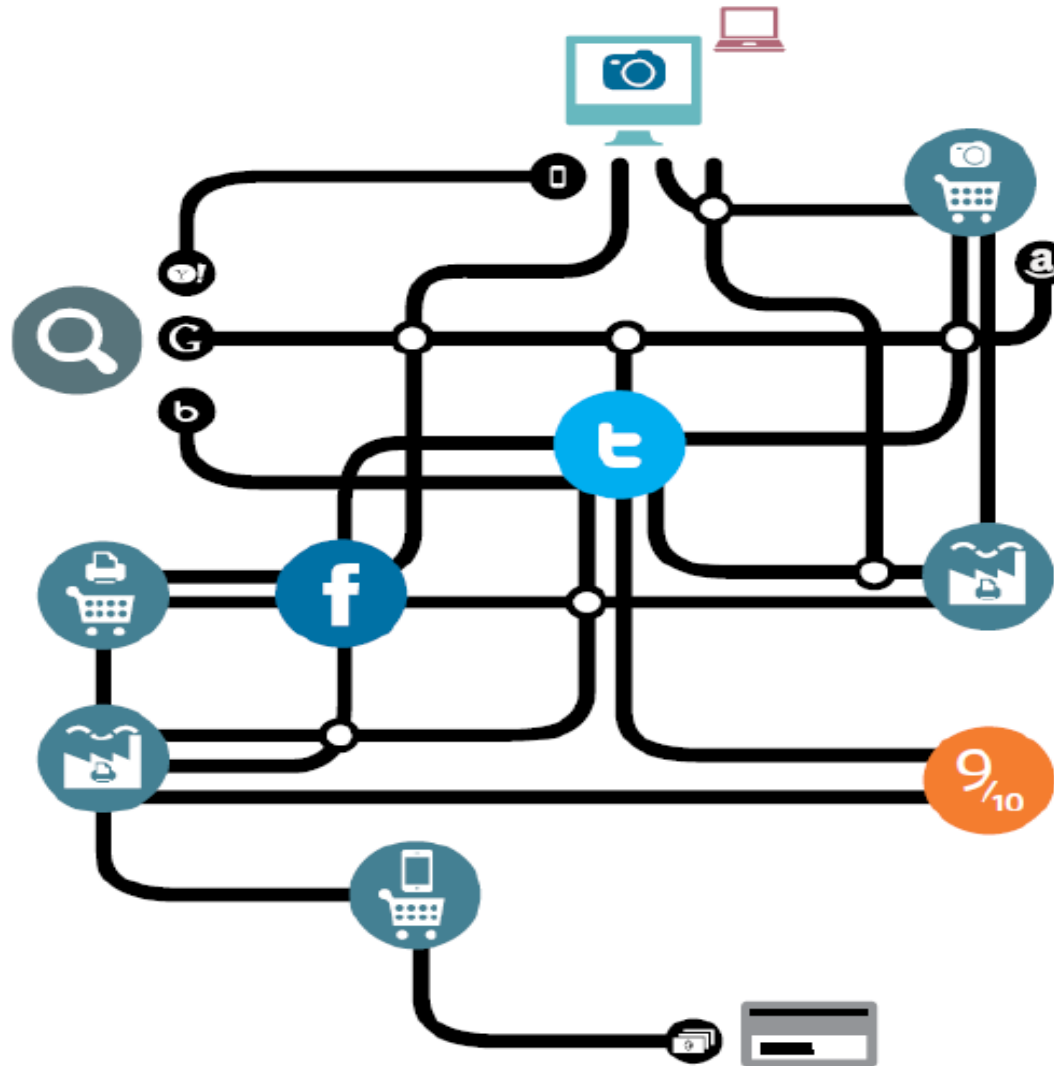


Buy it, then see it

Integrated Marketing



Integrated Marketing



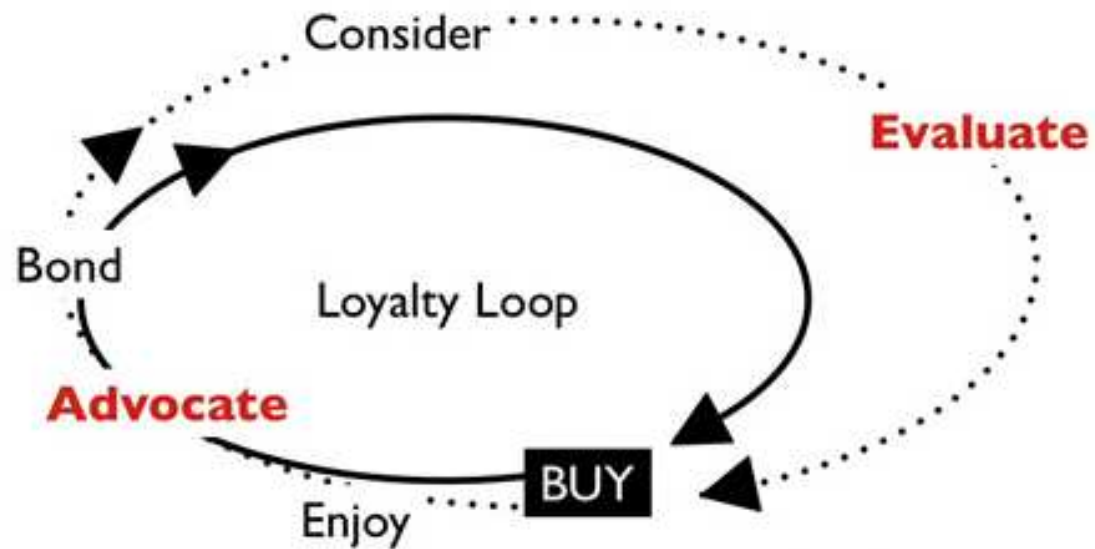
The holy grail is:

- Consistent branding across all channels

- Properly configured and displayed for the channel

- Accessing the same pricing, availability and customer databases

Loyalty Loop



Harvard Business Review Dec 2010

Genesys - the travel technology consultancy

Loyalty Loop

Addressing consumer power

- Remember “United Breaks Guitars?”



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Uploaded by [sonsofmaxwell](#) on 6 Jul 2009

Visit <http://www.UnitedBreaksGuitars.com> for case studies and highlights from Dave's speaking tour.

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This is how it should be done

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10,055

Uploaded by AlaskaAirVids on 26 Mar 2011

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Converting customers to visitors

Basics – the five point plan

1. At the start – match the expectation
2. Provide all the information needed to make the sale
3. Clearly signpost the information journey
4. Give the customer confidence to do the deal
5. Make sure the booking process is as simple and clear as possible

Match the expectation



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For most people who holiday to China it is a fulfilment of a long held dream, to see if it is as you have seen in so many movies and film reels. To list all of the sites that you must visit on your China holiday could fill more of this page than the rest of this website put together! There are some sites that have found themselves elevated above the others the country has to offer such as the amazing Forbidden City, located in the centre of Beijing there is no China holiday complete without visiting here. The Imperial Palace of both the Ming and Qing dynasties from 1420 to 1911, the complex is over 720,000 squares meters and is the largest existing preserved imperial palace in

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Now here's a place where you get some serious bang for your buck. For starters, it's plum in the middle of Magaluf, so you've got no probs getting out and about. And it's practically on the doorstep of superclub BCM, so you don't have to worry about trekking back after...

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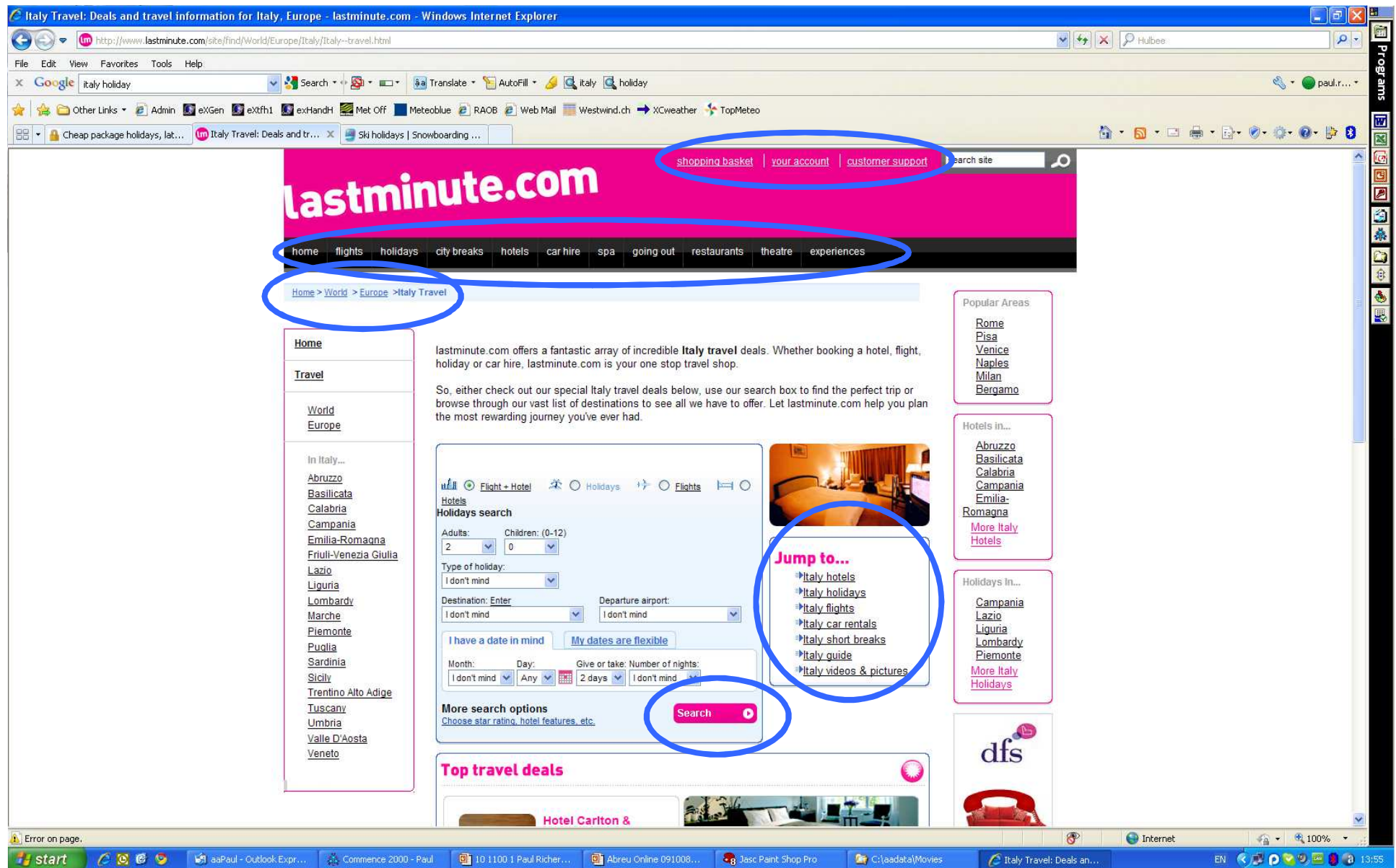
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Overall	

Writing on 10/11/2010 Anonymous from Nottinghamshire said...

When we arrived at the fiesta jungla .. we had to leave a 30 euro deposit each .. which they didnt tell u when u booked the hoilday .. so remember that :) .. we got it back though and we did break a few things oppss :) ... This hotel is a amazing for young people that wannah drink alot and party :D .. The pool was really good and they was music all day around it .. they also do 15 euro all u can drink at the bar .. u are 2mins away frm BCM which it great and about 5 - 10 frm the strip and the beach .. they had a shop with really cheap booze and food :) .. the staff in the hotel was very helpfull even though i did get shout at by the secuirty staff a few time but maybe that was coz we was jumping in the pool at 5 oclock in the morning and screaming off are balconys .. whilst i stoped there they was no trouble and everyone got on with everyone :) .. the balconys are massive so u can have every1 round 4 pre - drinks b4 you go to partyy .. remember to leave ya dirty towels in the bath so they get changed as we never did we end up sharing towels ... has aready booked to go back next year 4 2 weeks in july as it was the best hoilday i have ever had :) ...

Review based on a trip in August 2010

Clearly signpost the information journey



**Clearly signpost the
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For all ages and abilities

- ▶ Beginners
- ▶ Chalets
- ▶ Families
- ▶ Kids' club

Useful info

- ▶ In-resort service from Crystal Ski
- ▶ Why book with us

Hit the slopes for less

Christmas ski holidays
Make sure you have a White Christmas.
Ski deals from £288

Find out more

£100 OFF
bookings to France!

Find out more

Find your snow holiday

When are you going?
Departure date: 12 Dec 2009
☐ Flexible (+/-14 days)

Where are you going?
Country: Select...
Resort: Any Resort
Accommodation: Any Accommodation
Board basis

Departing from?
Depart from: Select...

Who's going?
Adults (12 and over): 2
Children (2 to 11): 0
Infants (Under 2): 0
(Age on date of return)

What's your price range?
(Per adult): Any

Search

Winter 2009-2010

Ski holidays
Beginners

Services
Ski extras

About us
Who we are

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**Clearly signpost the
information journey**

December Ski Deals | December Cheap Ski & Snowboarding | First Choice Ski - Windows Internet Explorer

http://www.firstchoice-ski.co.uk/ski-deals/december-ski-deals/index.shtml?s_icmp=decskideals

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Cheap package holidays, lat... Italy Travel: Deals and travel... December Ski Deals | Dec...

First Choice Brochure Help Contact us Register Search Go

Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations

Destinations Beginners Chalets Premier Families Kids' club Ski extras Ski deals

Ski holidays > Ski deals > December ski deals

December ski deals

Enjoy Christmas on the slopes or celebrate New Year in the mountains with our bargain December ski deals. Take advantage of our great prices on ski holidays in December and head to the slopes before the end of the year.

Departure date	Going to	Flying from	Price
12 December 2009	Kitzbühel Austria	London Gatwick	£289 (7 nights)
12 December 2009	Kitzbühel Austria	London Gatwick	£359 (7 nights)
12 December 2009	Alpe D'huez France	London Gatwick	£370 (7 nights)
12 December 2009	St Anton Austria	London Gatwick	£399 (7 nights)
12 December 2009	St Anton Austria	London Gatwick	£419 (7 nights)
12 December 2009	Verbier Switzerland	London Gatwick	£478 (7 nights)
12 December 2009	Tignes France	London Gatwick	£479 (7 nights)
12 December 2009	Val D'isère France	London Gatwick	£479 (7 nights)
13 December 2009	Cervinia Italy	Manchester	£375 (7 nights)

Other months
January ▶
February ▶
March ▶
April ▶

More ski deals
▶ Ski deals by airport
▶ Ski deals by destination

All ski deals

Find your snow holiday

When are you going?
Departure date*
12 Dec 2009
☐ Flexible (+/-14 days)

Where are you going?
Country*
Select...
Resort
Any Resort
Accommodation
Any Accommodation
Board basis

Departing from?
Depart from*
Select...

Who's going?
Adults (12 and over)* 2
Children (2 to 11) 0
Infants (Under 2) 0
(Age on date of return)

What's your price range?
(Per adult)
Any

Search ▶

Done

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Clearly signpost the information journey

Check availability for holidays departing 12 Dec 2009 from London Gatwick to Kitzbühel, Austria - Windows Internet Explorer

http://www.firstchoice-ski.co.uk/firstchoiceskiSelectSpecialOffer.do?siteId=308&packageType=OfferOnly&pageType=deals&departureDate=2009-12-12&country=Austria&countryCode=AUT&resortCode=000970&accomCode=024085&night...

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Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations

Destinations Beginners Chalets Premier Families Kids' club Ski extras Ski deals

Check availability

When are you going?
Departure date: 12 Dec 2009
☐ Flexible (+/-14 days)

Who's going?
Adults (12 and over): 2
Children (2 to 11): 0
Infants (Under 2): 0
(Age on date of return)

Where are you going?
Country/Resort: Kitzbühel
Accommodation: Chalet Kariberger

Departing from?
Depart from: London Gatwick

Clear Search

*required

Help
Booking online
Before you go
Amending or cancelling
Flights and flying
Health concerns

At the airport
On holiday
Luggage
Travelling with children
On your return

Why book with us?
Best for adults
Best for children
More legroom
Lowest price guarantee
Best for the environment

Holiday extras
Holiday insurance
Foreign exchange
Premium upgrades
Car hire
Excursions
Freshers Ski Week

Sun holidays
Ski holidays
Last-minute deals
Flights
Holiday destinations

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information journey**

Search results | First Choice Ski - Windows Internet Explorer

http://www.firstchoice-ski.co.uk/firstchoicesski/search.do

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Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations

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Search results

Showing 49 holidays to Austria departing on or near Sat 12 Dec 2009


Sort by Original Order Filter by No Filtering Go

Displaying records 1 to 10 of 49.

1 2 3 4 5 Next

The following holidays match some of your search criteria:

Chalet Karlberger (Kitzbühel, Austria)

 7 nights Catered Chalet Board

London Gatwick (LGW) to Salzburg (SZG)

19 Dec 2009 Dep: 13:55


[Change flight](#)

Web fare from **£619** per adult

Select your flights

More about Chalet Karlberger

Chalet Karlberger (Kitzbühel, Austria)

 7 nights Catered Chalet Board

London Gatwick (LGW) to Salzburg (SZG)

26 Dec 2009 Dep: 08:15


[Change flight](#)

Web fare from **£804** per adult

Select your flights

More about Chalet Karlberger

Club hotel hofer (Kitzbühel, Austria)

 7 nights Catered Chalet Board

London Gatwick (LGW) to Salzburg (SZG)

12 Dec 2009 Dep: 08:15

[Change flight](#)

Web fare from **£349** per adult

Save £119

(1 item remaining) Downloading picture http://www.firstchoice-ski.co.uk/images/layout/closebracket.gif...

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Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations

Destinations Beginners Chalets Premier Families Kids' club Ski extras Ski deals

Search results


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Sort by Original Order Filter by No Filtering Go

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London Gatwick (LGW) to Salzburg (SZG)

19 Dec 2009 Dep: 13:55

[Change flight](#)

Web fare from **£619** per adult


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More about Chalet Kariberger

With a superb location overlooking Kitzbühel, the Kariberger is right next to the Hahnenkamm lift and ski school and you can ski directly back to the chalet making this an ideal choice for keen skiers. The chalet offers simple but comfortable accommodation and boasts excellent views over the town from the dining room.

[Read full accommodation details](#)

Chalet Kariberger (Kitzbühel, Austria)

 **7 nights Catered Chalet Board**

London Gatwick (LGW) to Salzburg (SZG)

26 Dec 2009 Dep: 08:15

[Change flight](#)

Web fare from **£804** per adult

[Select your flights](#)

More about Chalet Kariberger

Your recent searches

12 Dec 2009
London Gatwick to Chalet Kariberger in Kitzbühel, Austria
7 Nights

[Search again](#)

Done

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Clearly signpost the information journey

Chalet Karlberger | Kitzbühel | First Choice Ski - Windows Internet Explorer

http://www.firstchoice-ski.co.uk/destinations/austria/kitzb..._252_hel/024085/024085.html

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Cheap package holidays, lat... Italy Travel: Deals and travel... Search results | First Choice Ski Chalet Karlberger | Kitzbühel

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Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations


Destinations Beginners Chalets Premier Families Kids' club Ski extras Ski deals

Ski holidays > Ski resorts > Austria ski holidays > Kitzbühel > Chalet Karlberger

Kitzbühel ski holidays

- Kitzbühel ski resort guide
- Kitzbühel ski hotels and chalets
- Chalet Karlberger**
 - Club Hotel Hofer
 - Hotel Edelweiss
 - Hotel Jägerwirt
 - Hotel Sport Reisch
 - Hotel Strasshofer
 - Schwarzer Adler Wellness Hotel

Chalet Karlberger



Accommodation images

Full hotel description

With a superb location overlooking Kitzbühel, the Karlberger is right next to the Hahnenkamm lift and ski school and you can ski directly back to the chalet making this an ideal choice for keen skiers. The chalet offers simple but comfortable accommodation and boasts excellent views over the town from the dining room.

Catered Chalet:

Hearty breakfast with one cooked option and afternoon tea with home-made cakes. Dinner is 3 course evening meals with house wine and coffee (5 nights) and 4 course farewell feast (1 night)

Room facilities:

Ground floor: Lounge/dining room with open fire and views over the town.

First floor: Rooms 1 & 8: Twin rooms with washbasin and shared balcony. Shared shower and WC opposite in hallway. Room 2: Twin

Hotel at a glance

☒ Suitable for Families

Close to the slopes

4 bedded room

Accommodation:

No. of rooms	14
Rooms sleep up to	33
Distance to ski lift	100m
Distance to resort	500m

Facilities:

Ski directly back to the chalet, chalet hosts, staff live in.

Your recent searches

12 Dec 2009
London Gatwick to Chalet Karlberger in Kitzbühel, Austria
7 Nights

Find your snow holiday

When are you going?

Departure date*
12 Dec 2009
☐ Flexible (+/-14 days)

Where are you going?

Country*
Austria

Resort
Kitzbühel

Accommodation
Chalet Karlberger

Board basis

Departing from?

Depart from*
London Gatwick

Who's going?

Adults (12 and over)*
2

Children (2 to 11)
0

Done

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Welcome to First Choice Ski Holidays - Windows Internet Explorer

https://www.firstchoice-ski.co.uk/firstchoiceselectflight.do;jsessionid=5fR+unxWPVwkJIPhpj9tQ**..wa02node2

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Home Sun holidays **Ski holidays** Last-minute deals Flights Hotels Extras Holiday destinations

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Your booking

Flights > Rooms > Optional extras > Payment > Confirmation

Flights

Your holiday price has been based on this flight combination

Flight

Thomson Fly 4642
London Gatwick (LGW) to Salzburg (SZG)
19 Dec 2009 Dep: 13:55 Arr: 16:55

Web fare from*
£619 per adult

Thomson Fly 4643
Salzburg (SZG) to London Gatwick (LGW)
26 Dec 2009 Dep: 18:05 Arr: 19:10

[Choose this flight >](#)

These flight combinations are also available

Flight

Thomson Fly 4684
London Gatwick (LGW) to Salzburg (SZG)
19 Dec 2009 Dep: 14:40 Arr: 17:35

Web fare from*
£599 per adult

Thomson Fly 4685
Salzburg (SZG) to London Gatwick (LGW)
26 Dec 2009 Dep: 18:45 Arr: 19:50


[Choose this flight >](#)

Flight

Thomson Fly 4624
London Gatwick (LGW) to Salzburg (SZG)
19 Dec 2009 Dep: 08:15 Arr: 11:10

Web fare from*
£628 per adult

Booking summary:



Chalet Karlberger
(Kitzbühel, Austria)

Price includes:
7 nights accommodation -
Catered Chalet Board
Return transfers from Salzburg
airport

Done

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Give the customer
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Ski Holidays | Skiing Resorts, Trips & Ski Breaks - Directski.com - Windows Internet Explorer

http://www.directski.com/

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all our packages and flights are fully protected

review my booking, user: guest log in

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package accom only

Travel Date: Any Date This Season
Duration: One Week
Flexibility:
No. in Party: 2
Depart: London Airports
Accommodation: Any type
Destination: Any
Search complete Ski packages. **search >**

Ski Holidays in France
These bright, comfortable and pleasing apartments offer exceptional value for money and are well located in Brides les Bains. They offer a wide range of services available including bars, restaurants, games parlour, indoor pool, ski locker and a lift. (Self-Catering ex London Gatwick)
*** Web Fare Jan 30th £339 **£199 book**

Great christmas ski deals to Tignes, France
The Le Hameau du Borsat apartments are well located close to local shops, restaurants and the famous Grande Motte funicular. So, if you are a winter sports enthusiast, be sure to take advantage of the quality location and direct access to the ski slopes. (Self-Catering ex London Gatwick)
*** Web Fare Dec 19th £479 **£309 book**

Christmas ski bargains in Arinsal, Andorra
The St. Gothard is one of our most popular hotels in Arinsal. Here you will find a high level of service, fantastic value for money and good quality food. It's THE perfect base for your next winter sports holiday! (Half Board ex London Gatwick)
**** Web Fare Dec 20th £609 **£509 book**

SAVE AT LEAST £100 PER PERSON OFF EVERY HOLIDAY FOR A LIMITED TIME ONLY

Ski Deals
Web Fares - Book online for lowest prices

Location	Room Type	Start Date	End Date	Price	Original Price
Soll	3* SC	19 Dec		£469	£359
Val Thorens	3* SC	19 Dec		£479	£339
Les Arcs 1800	3* SC	19 Dec		£519	£379
Kaprun	2* B&B	16 Jan		£479	£369
Pas de la Casa	2* SC	17 Jan		£369	£269
Arinsal & Pal	3* HB	17 Jan		£449	£349
Soll	3* HB	30 Jan		£669	£549

Done

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Cheap package holidays, let... Ski Holidays | Skiing Reso...

(Half Board ex London Gatwick) **£649 book**

Don't miss your chance to ski Avoriaz this Winter! *** Web Fare
If you are looking for great deals, short transfers as well as brilliant slopes then look no further. The Antares Avoriaz offers a combination of everything that you need to make your next ski holiday a memorable one. (Self-Catering ex London Gatwick)
Jan 30th £409 **£299 book**

Fantastic duty free ski deals in Andorra ***** Web Fare
The Euro Esqui is a great, modern hotel that's known for its warm and friendly atmosphere. It caters for all needs with a kiddie's playground to keep children entertained and excellent leisure facilities to help you unwind after a day on the slopes. (Half Board ex London Gatwick)
Jan 10th £509 **£409 book**

Ski deals to the famous resort of Val d'Isère, France *** Web Fare
Les Jardins de la Balme offer great value for money to those who want to ski the well known slopes surrounding Val d'Isère. They are located within walking distance of the resort centre, as well as that the ski slopes are also located nearby! (Self-Catering ex London Gatwick)
Feb 6th £509 **£359 book**

Brilliant half board ski deals to Zell am See, Austria ***** Web Fare
The moment you enter this hotel there is a great feeling of warmth and comfort. This feeling is even more enhanced with the great standard of personal service you will receive. All in all a great place to base yourself for your next ski holiday. (Half Board ex London Gatwick)
Mar 13th £699 **£599 book**

What's Included
Unless otherwise stated, all our ski holidays include:
☒ Direct flights
☒ Transfer to your resort
☒ Accommodation
☒ In-resort Reps
☒ All airport taxes

Cheap Ski Accommodation
7 Nights from only **£51**
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Save £100 per person when you book on line
applies to
- all packages
- all dates

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You may book in a choice of currencies - please select: £ [refresh](#)

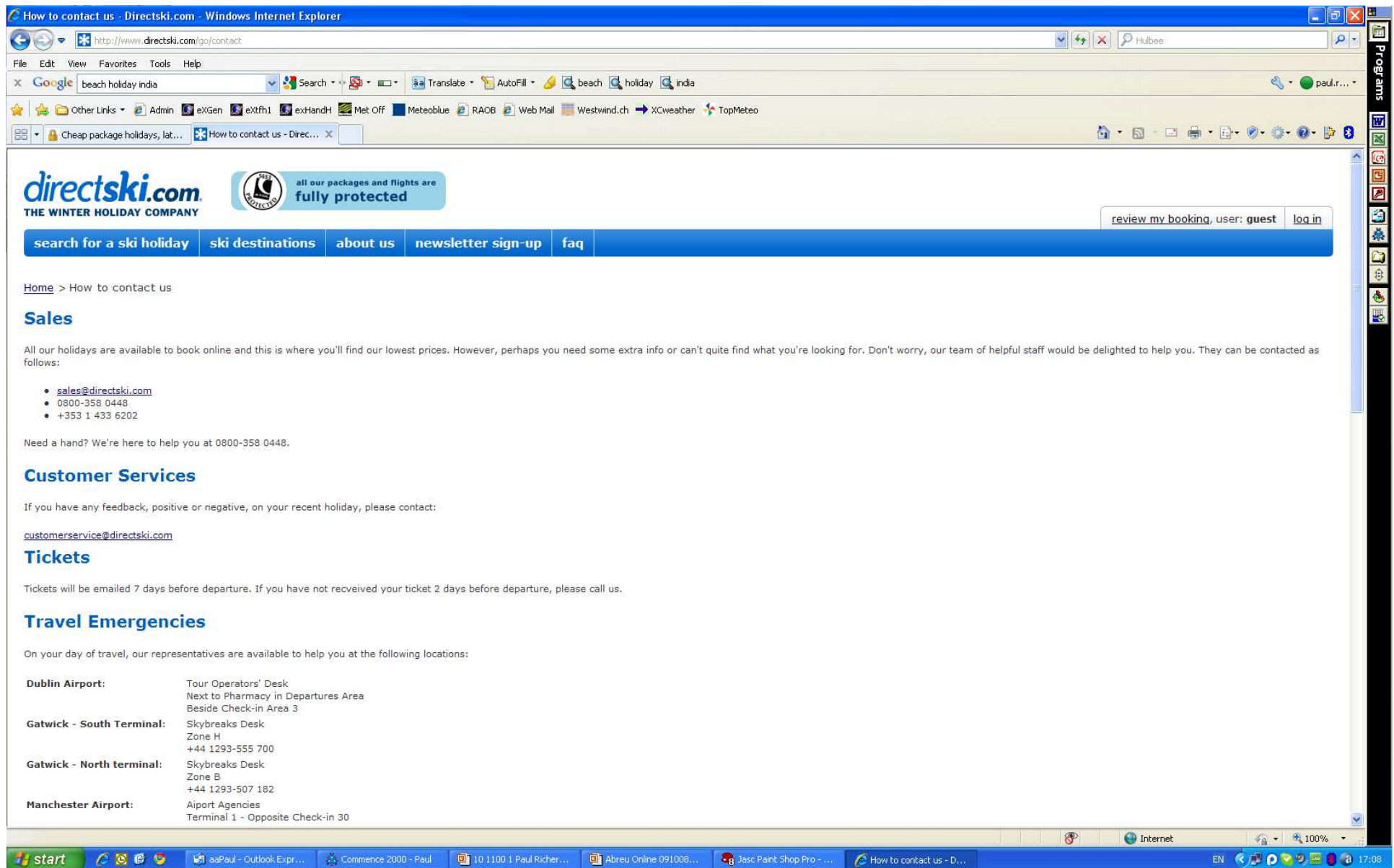
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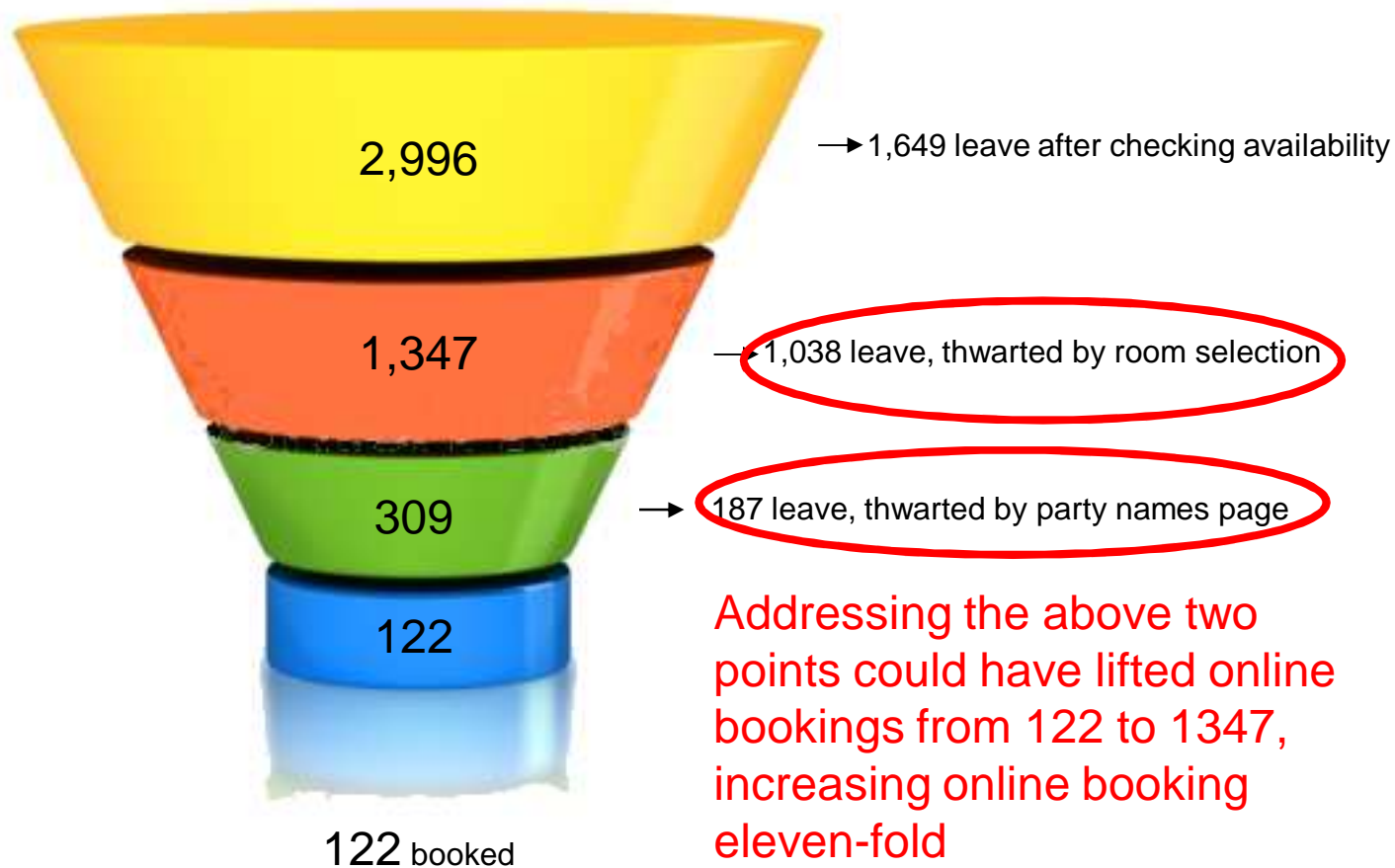
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confidence to do the deal**

www.genesys.net

Make sure the booking
process is as simple and
clear as possible

Booking Exit Funnel

2,996 entered booking funnel



Google Analytics Analysis

Booking process exits

Data for 29 Nov to 29 Dec 2010

Total Exits = 32,460

First availability check exits = 1,649 (5.1%)

Room selection exits = 1,038 (3.2%)

Party names exits = 187 (0.06%)

Final booking confirmation exits = 122 (0.4%)

Booking process exit funnel

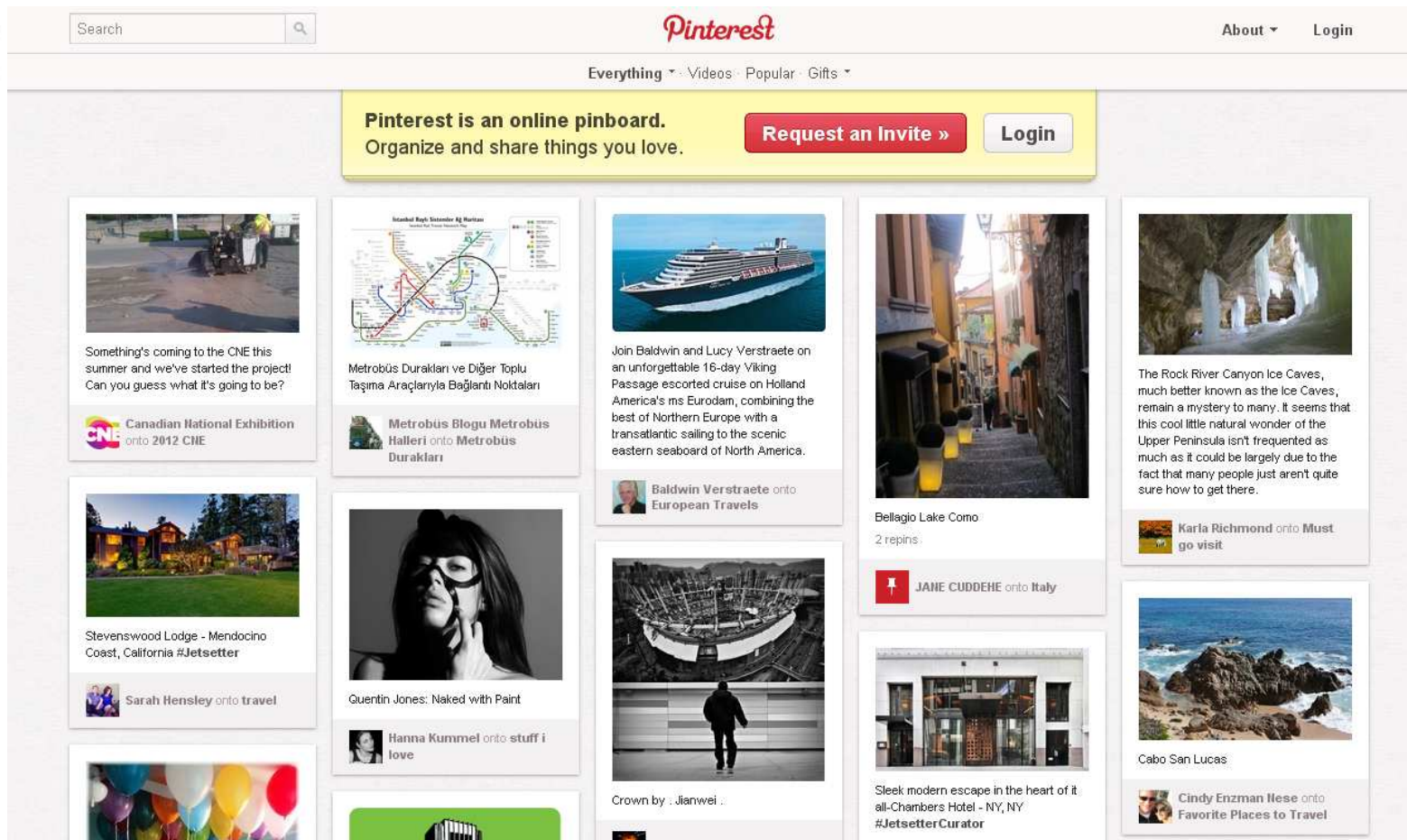
2,996 visitors enter the booking process (9.2%)

Of those 55% leave after checking availability.

Of those who continue, 77% leave at room selection

Of those who continue, 60% leave at party entry

Images gain in popularity



Images gain in popularity



Join Baldwin and Lucy Verstraete on an unforgettable 16-day Viking Passage escorted cruise on Holland America's ms Eurodam, combining the best of Northern Europe with a transatlantic sailing to the scenic eastern seaboard of North America.



Baldwin Verstraete onto
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Images gain in popularity



Baldwin Verstraete

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Join Baldwin and Lucy Verstraete on an unforgettable 16-day Viking Passage escorted cruise on Holland America's ms Eurodam, combining the best of Northern Europe with a transatlantic sailing to the scenic eastern seaboard of North America. The cruise departs Aug. 29 and ends Sept. 14. Space is very limited so reserve yours by calling: 1.800.565.9267 or email: mailto:aurora@ver...

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European Travels



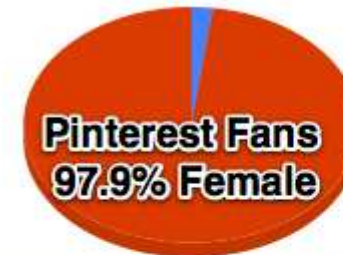
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AppData

- Male
- Female

11,980 people

- who live in the **United States**
- who are **male**
- who like **pinterest**

510,500 people

- who live in the **United States**
- who are **female**
- who like **pinterest**

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- purchase price
\$1,000,000,000
- business revenue
\$000,000,000

□ 50,000,000 users



Video is still on the rise ...

1. Justin Bieber - Baby ft. Ludacris;
712,600,789 views
2. Jennifer Lopez - On The Floor ft. Pitbull;
501,192,531 views
3. Shakira – Waka Waka;
451,603,556 views

Where to from here ...

■ Google Glasses – The Future?



Where to from here ...

- Google Glasses – The Alternative Future?



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London 2012





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Thank you for listening

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Twitter: @paulricher

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