



Giving Customers What They Want.

Hyatt Brings Their Personal Touch Online.

+ www.hyatt.com

In addition to completely redesigning and relaunching Hyatt.com (which includes 123 individual property sites), Critical Mass has implemented a content management system and improved data integration, which has led to a dramatic increase in site traffic.

Executive Summary

Starting in 2001, Critical Mass was selected by Hyatt Hotels to completely redesign and unify the greater family of Hyatt including Hyatt.com, four sub branded sites and 123 individual hotel property sites. The new site had to express the “Hyatt Touch,” while also allowing individual hotels and brands enough flexibility to showcase their own local image and offerings.

The Challenge

The family of Hyatt sites lacked a content management system, which made it difficult for Hyatt to make frequent changes to content and images.

Hyatt also had inconsistent standards, visual identities and applications throughout its site network. Many of Hyatt's larger resort hotels and brand sites had created separate sites outside of corporate design guidelines, privacy policies and hosting. Finally, from a brand perspective, the site was text heavy and uninviting with an image that wasn't living up to the Hyatt brand essence.

The Solution

Using ATG technology, Critical Mass designed and constructed a completely new Hyatt.com. We re-branded the site, re-tooled key applications (including reservations, registrations and promotions applications) and implemented a highly flexible content entry tool (CET) to allow over 123 individual properties and the Hyatt Vacation Ownership properties to manage their own content and images without compromising corporate brand guidelines.

The new personalization features benefit both customers and Hyatt. For customers, the site now remembers their address and most frequent destinations, as well as room preferences to speed up the booking process. Guest interests such as golfing, resorts or group meetings are also saved for quick reference and linking to special offers. For Hyatt, the personalization strategy, combined with content management, allows them to target customer promotions based on specific interests. The result is an experience that caters to the individual and to segments throughout the entire site.

For the network of local Hyatt properties, we developed customized experiences derived from the umbrella Hyatt.com look and feel. We built the custom Web-based CET on top of the Dynamo and Oracle platforms, allowing local property managers to make changes to their individual websites using a WYSIWYG interface, empowering each hotel to meet their local needs with easy-to-use technology.

Results

The new Hyatt.com has seen a dramatic increase in traffic and e-mail sign-ups. In the first year after re-launching the site, sales performance nearly doubled, and the site has shown sales increases every month since its launch as customers create profiles and develop a relationship with Hyatt.

Hyatt now has a unified look across their entire network of sites. All 123 domestic properties, Hyatt Vacation Club, Gold Passport, Golf Hyatt and Spa Hyatt follow corporate brand guidelines yet have a flexible, individual look that can be customized to their individual needs.

Hyatt.com was recently recognized by Advertising Age's Marketing 50 report as one of the year's biggest brand successes.

