

CODE MISUSE AND LOST REVENUE



EXECUTIVE SUMMARY

In the competitive hospitality market, discount voucher codes offer an important way for hotels to attract and engage with prospective customers. Travelodge is an extensive user of voucher codes, but had been losing money as a result of online code misuse.

Through working with voucher code experts [Uniqodo](#), Travelodge has been able to:

- offer unique codes tailored to meet specific customer needs
- reduce code misuse and associated revenue impacts
- increase the number of customers on marketing email lists
- significantly reduce the time spent on manual reporting by up to 15 hours per week
- access current, detailed analytics around customer booking behaviour to drive effective customer engagement

CHALLENGE

Travelodge is a long term user of discount voucher codes in the competitive hotel accommodation market. Travelodge discount codes were available for customers and potential new guests in multiple online locations, including several online voucher code provider affiliates, along with the Travelodge website, multiple social media platforms, and through Travelodge's email marketing.

However, it was too easy for other affiliates, social media sites and consumers to directly access discount codes online. The codes were being abused and forwarded on without limits, and Travelodge was paying commission, as well as losing revenue from discounts.

Travelodge weren't able to track results for specific voucher campaigns because the data wasn't linked between website landing pages or customer reservations.

Travelodge Manager for Partnerships and Affiliates, Maryke Lotz, was introduced to Uniqodo to explore options for introducing unique discount codes for selective promotions and monitoring the results.

Maryke says:

"It was fairly simple to implement the system, and Chris and David from Uniqodo were brilliant at coming on board and suggested custom changes, to make it work for us."

SOLUTION

UNIQUE DISCOUNT CODES WITH REAL TIME MONITORING

In September 2016 the Uniqodo system went live to enable Travelodge to track every code and work with their partners to create exclusive offers.

The process to request batches of codes for campaigns is smooth – and Maryke says that Uniqodo respond proactively every time she has a query or new requirement.

The Travelodge team receives daily reporting updates, showing how each promotion is performing all the way through to booking. The data is more sophisticated than Google Analytics, showing exactly which promotions customers have viewed, the purchase path and the customer types who have redeemed the offer.

Uniqodo has also improved the user experience. If the customer is not eligible to use the code for their stay with Travelodge, the system serves an informative custom error message explaining why they can't use it, or a prompt them to change dates or add breakfast to qualify for their specific offer.

RESULTS

INCREASED CUSTOMER ENGAGEMENT AND BETTER AFFILIATE RELATIONSHIPS

With Uniqodo's service in place, Travelodge can do a lot more with their campaigns and review the performance, with the ability to tweak the offer or test changes instantly.

Travelodge can now share offers with varying combinations of benefits for their customers, based on their needs. Travellers using airports can access geo-location discounts, business guests can extend their stay, Travelodge's email subscribers receive unique offers, and regular customers can receive a loyalty discount.

Uniqodo provide the team with a daily summary by email, this has automated a lot of manual processes and provides a snapshot report of all the live promotions. It has enhanced capability, providing data on the kind of customers each offer attracts, tracking the bookings, average spend, extras and number of nights, revenue and total discount claimed.

Travelodge is better informed than before about who's using their voucher codes and estimates that it saves the team up to 3 hours per day on analysis and reporting. And if a code is not performing well, Maryke can review whether to change the dates or the message accordingly. As a result, Travelodge has seen an increase in the number of customers signing up for email alerts, boosting their customer acquisition.

In addition, Travelodge is building stronger relationships with their main affiliates, myvouchercode.co.uk, vouchercode.co.uk and Vouchercloud each of whom has a unique audience with it's own profile. Travelodge can now offer truly exclusive discounts to these different audiences and provide accurate and useful feedback on the results. The affiliates feel more valuable and can offer something special for their users.

CLIENT TESTIMONIAL

"When we originally met with Uniqodo, we really needed them to only do one thing: to allow us to prevent the misuse of codes, but they have given us the ability to go above and beyond, offering our customers and our partners so much more. From evergreen, always-on discount codes, offers for free breakfast or wi-fi to custom error messages and in-depth reporting. We now see more users signing up for emails to get discount codes now versus before just using the discount and not growing our email data base"

Maryke Lotz, Travelodge Manager for Partnerships and Affiliates