



# A digital experience refresh

Millennium Hotels and Resorts leverages personalization so every customer can design their dream escape.

Industry: Travel & Hospitality • Founded: 1989 • Employees: 10,000+  
Headquarters: London, United Kingdom • [millenniumhotels.com](https://www.millenniumhotels.com)

According to the World Travel & Tourism Council, an estimated 10.4% of the world's GDP is attributed to travel and tourism, and this figure is set to increase exponentially.

Stimulating the world's insatiable appetite to travel and explore is Millennium Hotels and Resorts, a hotel owner and management company that operates in more than 25 countries. Its specialty lies in seamlessly blending Asian hospitality with Western comfort and treating guests like family.

## The Challenge

Travelers invest a considerable amount of time and energy into planning the perfect holiday, and this process involves more than just picking accommodations. Consumers today are web-savvy, mobile-enabled data-sifters who pounce on the site offering the best deals.

Millennium wanted to capitalize on these opportunities and transform their website into a portal for customers to build the ultimate getaway. Apart from redesigning the customer experience, the uplift would also give the utilitarian booking site a new interface.

## The Sitecore Solution

Together with Millennium, Sitecore and MullenLowe Profero extracted business insights and priorities from an intensive two-week planning and discovery workshop to create an efficient and informative channel. Key highlights included:

- A new modular design of the website enabled their CMS users to create unique customer experiences and layouts for their hotels through the use of **Sitecore® Experience Editor™**

**30%**

Increase in the system usability score

**>27%**

Increase in conversion rate

**10x**

Increase in loyalty sign-ups

// The tools provided by Sitecore have helped to improve customer sentiment and conversion rate. We also experienced very little setbacks and difficulties in the process."

– Franck Kermarrec, CMO, Millennium Hotels and Resorts

- Use of Internet Protocol (IP) address detection from slow network bandwidth countries to enable a smooth and quick mobile booking experience for guests
- Seamlessly and smoothly integrated 10+ disparate systems into an intuitive booking process while tracking the guest's online experience
- Provided the ability to generate discount codes against multiple attributes/ scenarios, offering flexibility for the business while delighting the guests.

Using **Sitecore® Experience Manager™ (XM)**, the team was able to develop modular website layouts that helped Millennium manage the hotel websites independently, run A/B tests on content, and personalize the experience for guests by automatically serving up content that's most relevant to them.

## The Outcome

The website upgrade impacted more than 100 hotels, spanning five different regions, six languages, and payment processes in 25 different currencies, transforming Millennium into a launchpad to adventure.

With the ability to personalize a travel experience, Millennium's goal is to lead its customer's journey toward booking more Millennium adventures in the future.

Customers are now able to:

- Book first-class accommodations with price-match guarantee
- Book a city's best experiences, attractions, and shows
- Review special offers with smart recommendation
- Enjoy a seamless flow that is customizable as "room-first" or "rate-first" at individual hotel level

To learn more visit [sitecore.com](https://www.sitecore.com)



## Success Snapshot

- Conversion rate increased 27.85%
- Total direct revenue increased 21.8%
- Number of nights booked rose 23.8%
- System usability score improved 30%
- Loyalty sign-ups increased 10x
- Sitecore® Experience Platform™
- Sitecore® Experience Manager™ (XM)
- Sitecore® Experience Database™ (xDB)

## M U L L E N L O W E P R O F E R O

MullenLowe Profero is a full-service digital agency with a mix of creative, media, tech, and strategy all under one roof. In 13 offices across Europe, Asia, and the US, they exist to give clients' brands an unfair share of attention – offering a one-stop solution across strategy, brand transformation, brand communications and creative, website development, localization, maintenance, search engine optimization, media, and analytics.

[mullenloweprofero.com](https://mullenloweprofero.com)