



FORRESTER®



**Creating Engaging Customer Experiences
With Social Media**

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Analyst

Forrester Research

June 12, 2008

Introducing our panelists



Rene Mizwicki
Senior Director of Loyalty
Marketing, Global Hyatt
Corporation



Andy Rubin
Manager, eCommerce
Marketing Strategy,
American Airlines



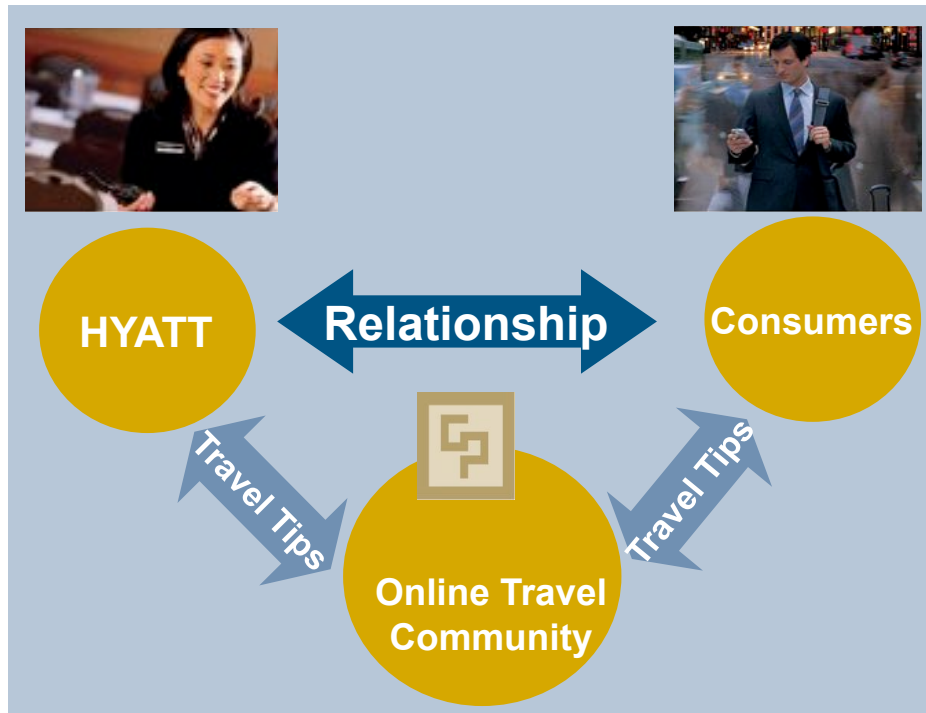
Jeff Varhol
Director of Content,
Travelocity

Why did we create yatt'it?

...simply because social networking is an important part of people's decision-making process every single day.

Key Objectives

- To create a sense of community for Hyatt Gold Passport members
- To strengthen current customer engagement with the Hyatt brand
- To develop relationships with potential customers
- Drive Hyatt Gold Passport enrollments (yatt'it participants are HGP members)



Goal

Leverage social networking and user generated content as a medium to drive brand preference for Hyatt

What is yattit all about?

All visitors to yattit.com can browse the wide variety of content.



TIPS from three key sources for 30+ categories and 40+ Hyatt destinations worldwide:

- Global travelers = Hyatt Gold Passport members
- Local experts = Hyatt destination concierges
- Fast Facts & Entry Requirement info = Frommer's
 - First time travel tips
 - Comments and ratings from Hyatt Gold Passport members

PARTNERSHIPS:



Providing Fast Facts by city and Entry Requirements by country



Providing real-time flight, airport and weather information

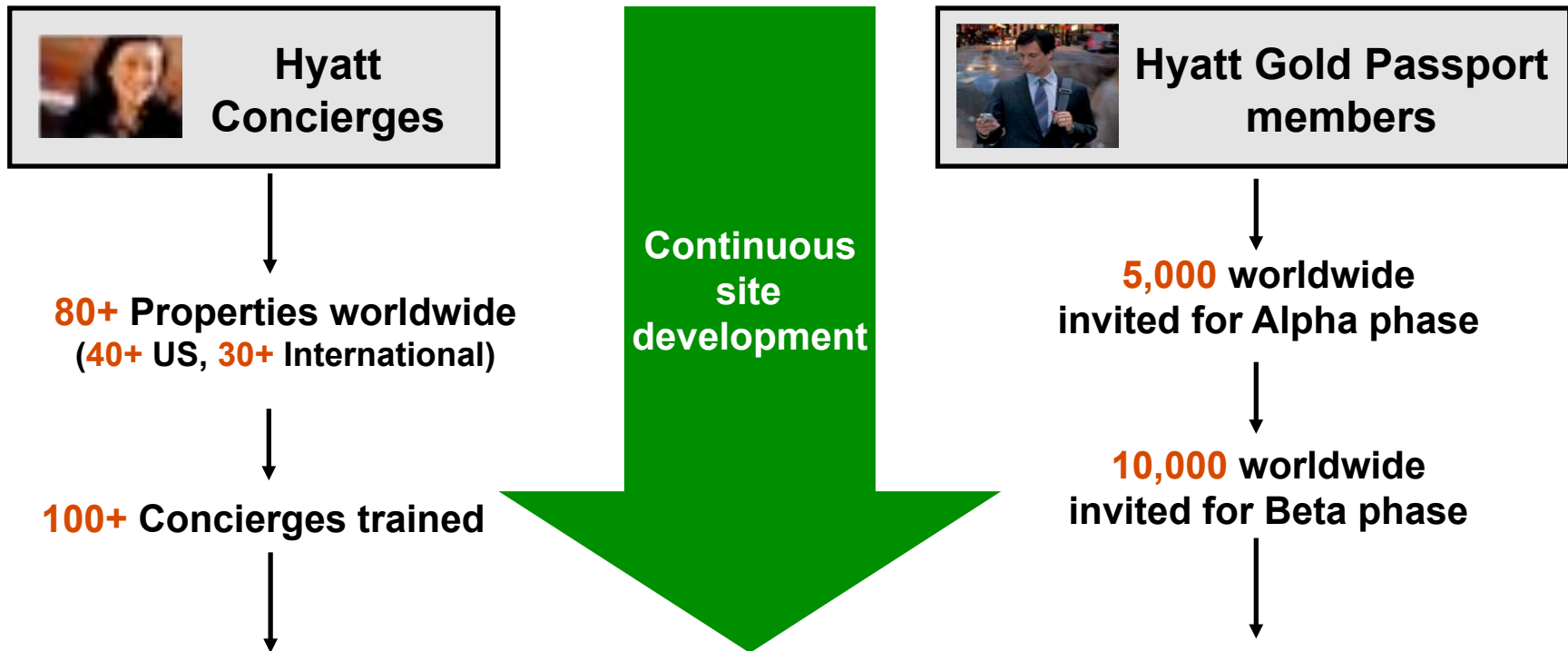
MOBILE:

- Tips are mobile accessible via mobile.yattit.com



How did we create yatt'it?

Development Process



Launched to HGP members March 24; official global launch March 31

Engagement: ~5 page views/visit; 1000+ new tips & comments

Search

Applications edit

- Photos
- Travel Bag
- Traveler IQ Challenge
- Places I've Visited
- Where I've Been



We
can solve
the climate
crisis.

Travel Bag

+ Invite Friends

- Favorites
- Travelogue
- Trip-o-vent
- Edit Preferences

- ★★★★★ La Fortda
- ★★★★★ Fish Tacos Castillo
- ★★★★★ De Lopez Mongoose

ADD FAVORITES

June 14 Ebbwasi
St. Thomas 2008

ADD TRIP-O-VENTS

5 awesome days on the beach
We'd never been to St. John for more than a day, but finally had a chance to spend some time there. Just a...

ADD TRAVELOGUES

Search

Applications edit

-  Photos
-  Travel Bag
-  Traveler IQ Challenge
-  Cities I've Visited
-  Where I've Been

+ More

Travel Bag

+ Invite Friends

[Favorites](#) | [Travelogue](#) | [Trip-o-vent](#) | [Edit Preferences](#)


My Favorites

[Add Favorites](#) | [My Favorites](#) | [Search Favorites](#)

De Loose Mongoose



By: Andy Rubin
 Category: Restaurants
 Location: Tortola, British Virgin Islands
 Rating: ★★☆☆☆
 Added: April 24, 2008

Show ↓

View Details

Edit Favorite

Remove from My Favorites

Comments:
 No trip through the Tortola airport (especially if catching a ferry to Virgin Gorda) is complete...

Fish Tacos Castillo



By: Andy Rubin
 Category: Restaurants
 Location: Ensenada, Mexico
 Rating: ★★★★★
 Added: May 28, 2008

Show ↓

View Details

Edit Favorite

Remove from My Favorites

Comments:
 The best fish tacos on the planet (I'd give it 6 stars if I could), in the middle of the hood in...

La Fonda



By: Andy Rubin
 Category: Restaurants
 Location: Baja California, Mexico

Show ↓

View Details



can
solve
the
climate
crisis.



Red Rock Casino Resort and Spa



11011 W. Charleston Ave. Las Vegas, NV 89135
West Las Vegas Area

53 Reviews

Features

Photos

Location

Check Rates

Traveler Reviews



New: In-depth Traveler Reviews...

Write a Review

All Travelers

OR

Find reviews by travelers like you

- With Family
- Romantic
- With Children
- Mature Traveler
- Solo Woman
- Vacationer
- On Business

How they rated...



What they said...

Show Reviews | Show Tips

Sort by Date | Sort by Rating

53 Reviews: 1-5 | 6-10 | 11-15 | 22

- Traveler Type: Vacation, Solo Woman, Mature Traveler

Wonderful oasis in desert setting

Anonymous from Sonoma, CA - Would stay again
Stayed May 2008, 1 day [Most Recent Stay](#)

[Show Full Review >](#)
- Traveler Type: Family Trip, Mature Traveler

Beautiful place with good food and great amenities

Don H. from Beaver, PA - Would stay again
Stayed Apr 2008, 4 days

[Show Full Review >](#)
- Traveler Type: Family Trip, With Children

Amazing Resort, beautiful pool, great time had by everyone!

Anonymous from Carlsbad, CA - Would stay again
Stayed Apr 2008, 3 days

[Show Full Review >](#)
- Traveler Type: Vacation

would not stay again construction at Gam,management not

Kicking off the discussion...

You sell travel—why do you care about creating engaging customer experiences with social media?

Forrester's four-step POST approach to social media

P **People:** Who are your customers? What are they ready for?

O **Objectives:**
What do you want to accomplish?

S **Strategy:** How will your relationships with customers change?

T **Technology:**
Which technologies will be most effective?

Thank you

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