



Best Western Hotel President Berlin Extends its Reach To Engage Customers Through New Channels

Facing the growing adoption of mobile and internet channels by today's consumers, companies around the world are constantly looking for new and improved ways to extend their business and engage their customers beyond the traditional website.

Following the creation of a Facebook fan page and a Twitter account, the Best Western Hotel President in Berlin realized that in order to differentiate itself from other players in the market and drive real business value, it would need to compliment its initial social media presence with a more robust and comprehensive solution.

Overview

Once the decision to extend its reach was made, the Best Western turned to Worklight to help it develop an application that will allow it to:

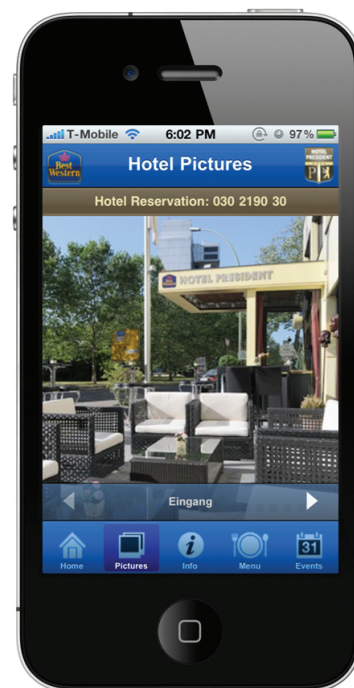
- › Open a direct marketing channel to its customers and replace the use of expensive and inefficient third party affiliates
- › Provide a dynamic communication platform that notifies customers of up coming events, hot deals, promotions and even the daily menus that are served in the hotel's restaurants
- › Advertise local, non hotel-related events to drive more visitors and potential customers to the region
- › Update its customers with useful information that might affect their travel plans such as air traffic delays and weather reports
- › Strengthen the Best Western brand name and increase its overall visibility in the market

“ We turned to Worklight to efficiently extend our business and complement our traditional online booking tools.

Since our launch, we have seen higher-than-expected usage of the booking application.”

Zeev Rosenberg

General Manager at Best Western Hotel President Berlin





Results

The Worklight Solution easily addressed all these goals in a single development effort as it seamlessly integrated with the hotel's booking systems and marketing promotions database.

In addition to convenient online booking, customers can now access regional conferences and cultural events, preview the hotel's daily lunch menu and follow its Twitter feed for more updates.

Leveraging the multi-channel capabilities offered by the platform, the hotel can now access a wider range of its customers irrespective of the operating system they use. The solution can run as a lightweight Windows or Mac desktop gadget, an Adobe Air application or can be easily added to the user's Facebook, iGoogle, and Netvibes accounts.

"We were looking for a way to monetize our presence on Facebook and reach customers on their desktops" said Zeev Rosenberg, general manager at Best Western Hotel President Berlin.

"Worklight immediately understood our desire to deliver unique value to our loyal customer base and increase revenue. The result is a very useful application that accomplishes both." He adds.

Next Step

Following the success of the first deployment, the Best Western Hotel President Berlin has advanced to the next rollout stage of their new strategy and is now working with Worklight to further extend its reach across mobile channels such as the iPhone and Android.

"We decided to use Worklight for additional channels because it really makes a difference when the same team develops all your applications. User Experience is visibly more consistent." added Mr. Rosenberg.

Best Western Hotel President, located in Berlin, is part of Best Western International, a quality, international hotel chain with entrepreneurial independent hotels united under one brand. With more than 4,000 hotels in over 80 countries, Best Western is the largest hotel chain in the world.

About Worklight

Worklight provides open, complete and advanced mobile application platform and tools software for smartphones and tablets. Our award-winning products help organizations of all sizes efficiently develop and deliver HTML5, hybrid and native applications with a powerful and flexible mobile IDE, next-generation mobile middleware, end-to-end security and integrated management and analytics. Worklight dramatically reduces time to market, cost and complexity while enabling better customer and employee user experiences across more devices.

For more information visit our website at www.worklight.com

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