

Premier Inn benchmarks its brand reputation in social media

With 500 hotels across the UK, Premier Inn (owned by Whitbread) is the UK's biggest hotel chain. Premier Inn's main competitors in the budget hotels market are Travelodge and Holiday Inn Express.

Background

Whitbread was aware, through industry research, that 70% of customers have either booked online or used online web sources in their selection of hotel. A significant proportion of customers have used the comments of fellow consumers on social media sites to guide their choice.

The Challenge

Whitbread's objectives were to benchmark its brand reputation in the social media and to ascertain the patterns of choice in hotel bookings by consumer contributors. It also sought to identify the online sources where discussion was most intense in order to focus its online communications and marketing programmes and to spot consumer "brand ambassadors" with whom to engage.

The Solution

Due to the immense number of blogs, forums and other social media a two pronged strategy was developed by Durrants.

- An online social media monitoring dashboard was developed to conduct an initial automated review of coverage and to identify topics of discussion around which user posts were clustering. It would also identify the sites that featured the brand most prominently.
- This work was supplemented by human analysis of coverage by Durrants to eliminate "noise" (filtering out the spurious and mundane topics) and apply human judgment to the topics that were substantive and significant.

Persistent positive and negative messaging was isolated to identify the criteria used in making a choice of hotel and these criteria would be applied to the coverage to identify opportunities for Whitbread to engage with the audience through press and promotional activities.

As there had been no prior formal tracking of online consumer coverage, the first month of evaluation was used to provide a benchmark indication of important web sources and of coverage drivers, with the strategy being revised at that point. A reporting schedule was agreed, and the format of information required was finalised.



Company Name:
Whitbread Plc (Premier Inn)

Industry Sector:
Hotel Industry

Durrants Solution Components

- Award Winning Web Service
- Durrants Monitor
- International Monitoring
- Broadcast Monitoring
- Broadcast Streaming
- Durrants Evaluation Tools
- Full Service Evaluation
- Durrants Mobile
- Article Summaries
- Durrants Dashboard
- Durrants Plan
- Durrants Social Media



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- Gold for Best Use of Social Media Measurement (Premier Inn)

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Key Benefits

Online Dashboard providing a high level overview of consumer coverage

The customer dashboard was updated continuously and provided filters to allow the customer to isolate coverage from consumers and positive or negative buzz.

Human analysts identified significant and influential coverage

A number of forums were identified as significant, and all coverage from these sites was subject to human analysis each day, allowing for the rapid flagging to Whitbread of major issues. Other sites were added to this daily list as discussion of one of the hotel groups was identified to be active.

Constant client communication honed reporting to meet Premier Inn's requirements

All data and findings were discussed with Premier Inn's press team on a regular basis, with the focus of the evaluation changing from month-to-month to assist the tracking of Whitbread's actions to increase a positive online presence.

Ongoing reporting highlighted opportunities to engage with the most active online users and domains.

Regularly updated reports of the most significant blog, forum and social media sites along with recommendations as to the most effective follow up action in the case of negative reviews meant that Premier Inn had at their disposal an invaluable, actionable report.

About Durrants

Durrants is the market leading supplier of media monitoring, planning and evaluation designed to empower communication professionals throughout the UK by providing fast, accurate and reliable information backed up by exceptional customer support.

Durrants also provides an award winning social media solution. This service is the most effective solution available offering a combination of automated monitoring, human analysis and authored reporting.

Durrants Social Media allows you to understand what consumers are saying about your company enabling you to engage, inspire and influence those conversations.

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