

# Mobile Enablement for Drury Hotels

Drury is a large regional Hospitality Provider based in Saint Louis Missouri

## Enterprise Digital Transformation for Customer Service.

### OVERVIEW

Innovation has overtaken the hospitality industry, where user experience and loyalty has become critical for attracting and keeping customers. Oakwood partnered with Drury to architect and deliver a fully functional Mobile solution over a 3 month timeframe

### CHALLENGE

Drury needed to make a meaningful change to the way users engage. They needed a responsive website solution designed to allow mobile users to make and modify reservations, engage through high-touch means with improved application flow, high quality images and tailored opportunities, and connect to Loyalty programs, all while keeping support costs down.

### SOLUTION

Drury partnered with Oakwood to determine a solution that would retain customer loyalty through innovation. The solution needed to leverage existing infrastructure and be easily maintainable by in house staff. Oakwood's solution leveraged technology that allowed the creation of a single platform that creates native code for Android and Apple's IOS. Developers can then develop in a single language, yet create solutions that take advantage of the unique OS platforms. Oakwood worked with Drury to create an exceptional end user experience that allows user to easily check availability, make reservations, manage experience and become members of the customer loyalty program. Within the first 6 months the customer reported over \$500,000 in sales resulting directly from the mobile application solution Oakwood partnered with them to create.

### PROFILE

Drury is a large regional hospitality provider with over 150 hotels in 25 states. Family owned for over 40 years, their single goal has been "to provide our guests with clean rooms, friendly service and honest value".

### SUMMARY

#### Business Challenge:

Aging technology limited growth, scale, & efficiency

#### Solution:

- Needs Analysis
- Architecture
- Umbraco CMS Upgrade
- Consolidated Mobile Platform
- C#, .Net, Custom API
- Agile Methodology Introduction

#### Benefits:

- \$500,000 in sales within the first 6 months
- 2 resources in a 90 day timeframe investment