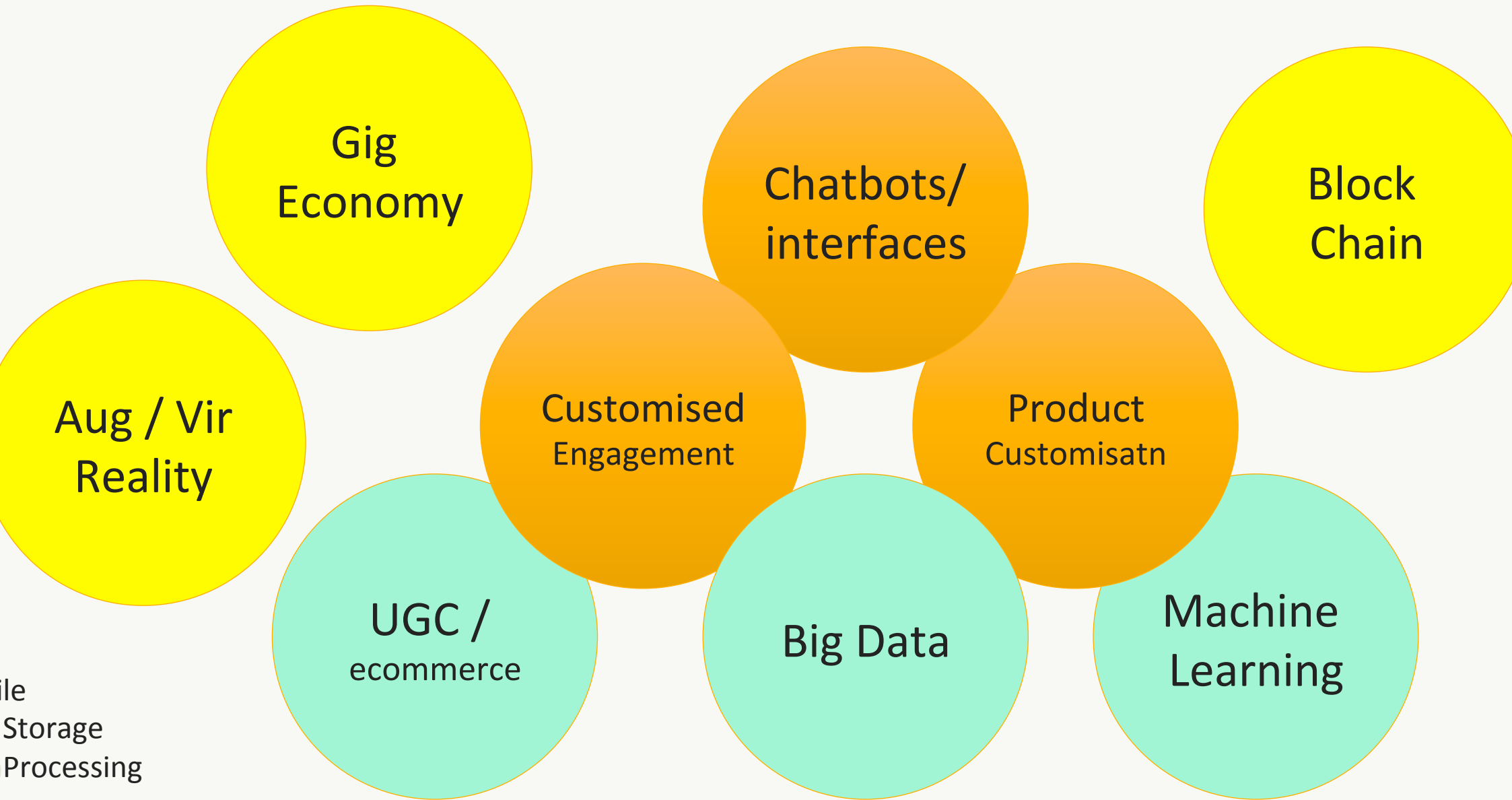




Bringing Innovation to Market

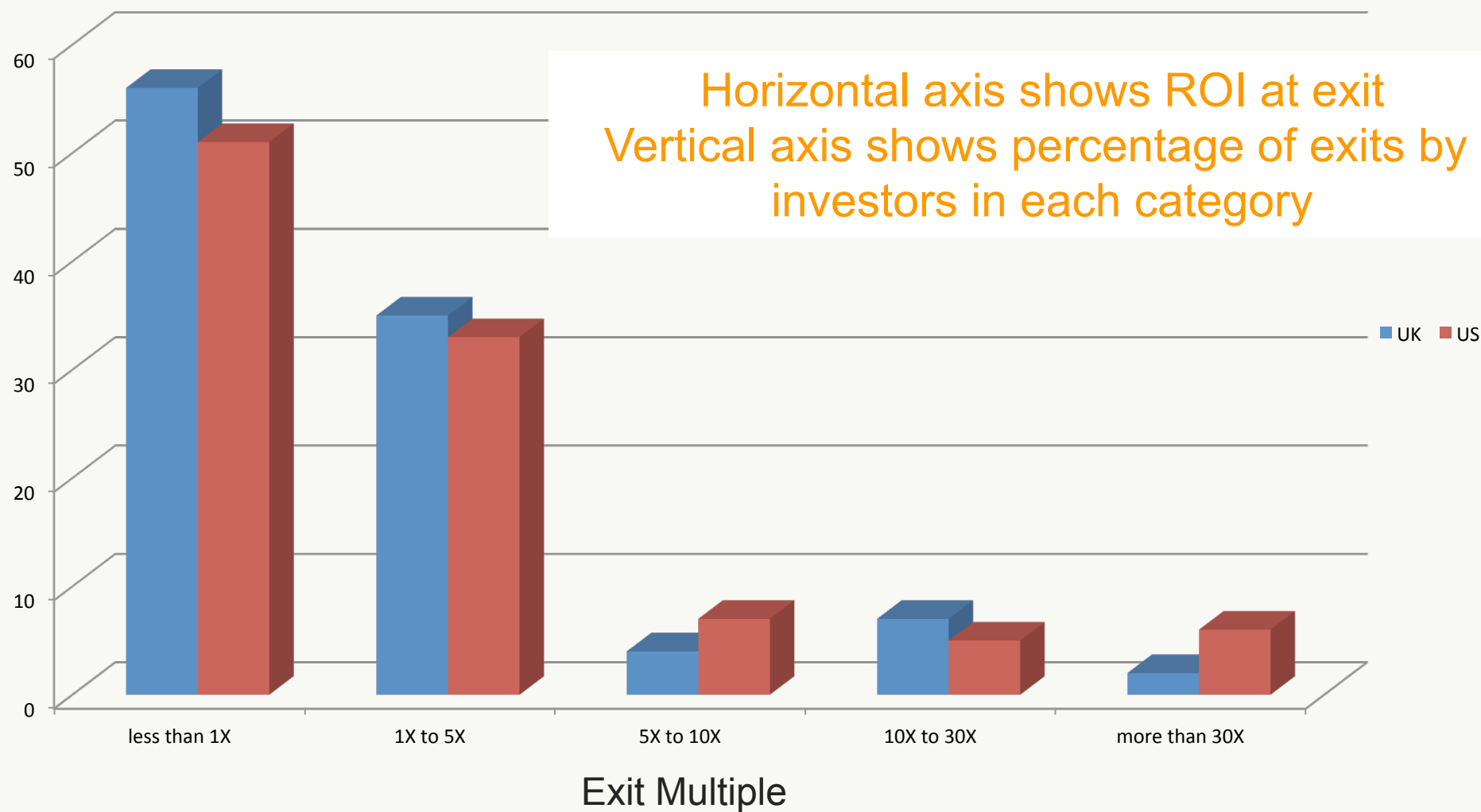
Andy Phillipps

Accelerating change....



ile
Storage
Processing

But innovation often fails:

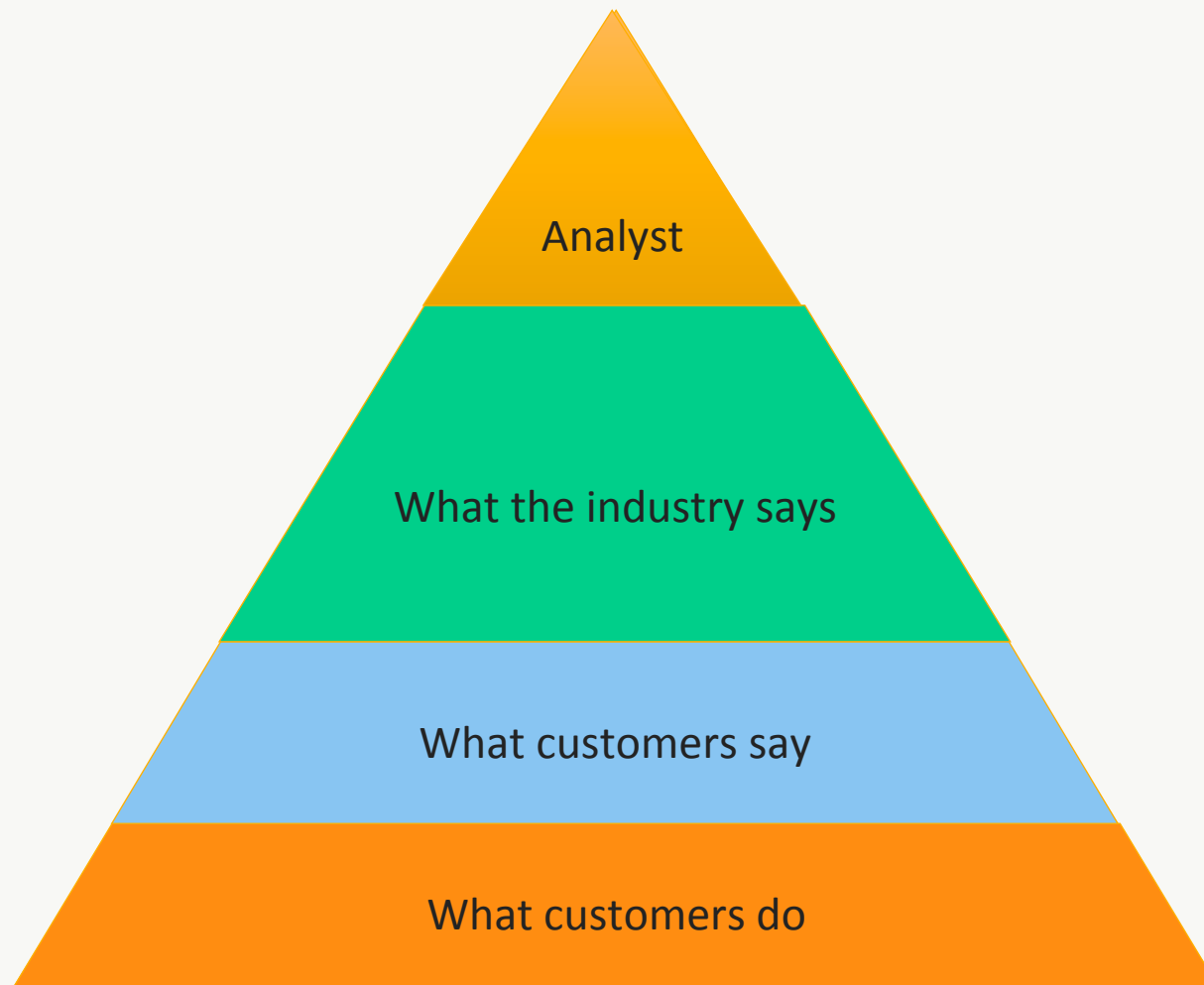


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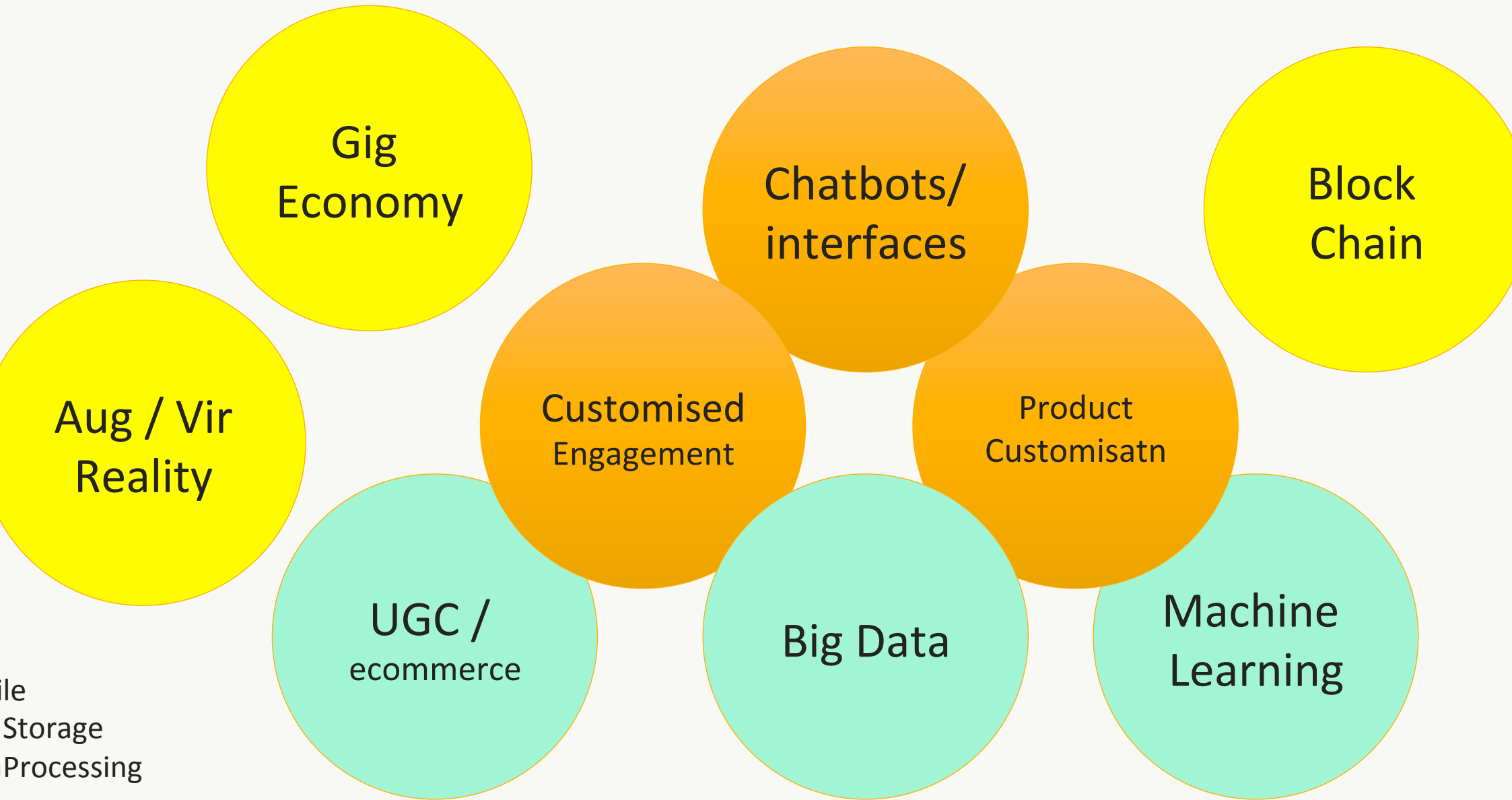
- Determining the Proposition
- Launching
- Go Home or Go Big?



Researching the Proposition



Macro Trends:



But build your proposition on customer behaviour:

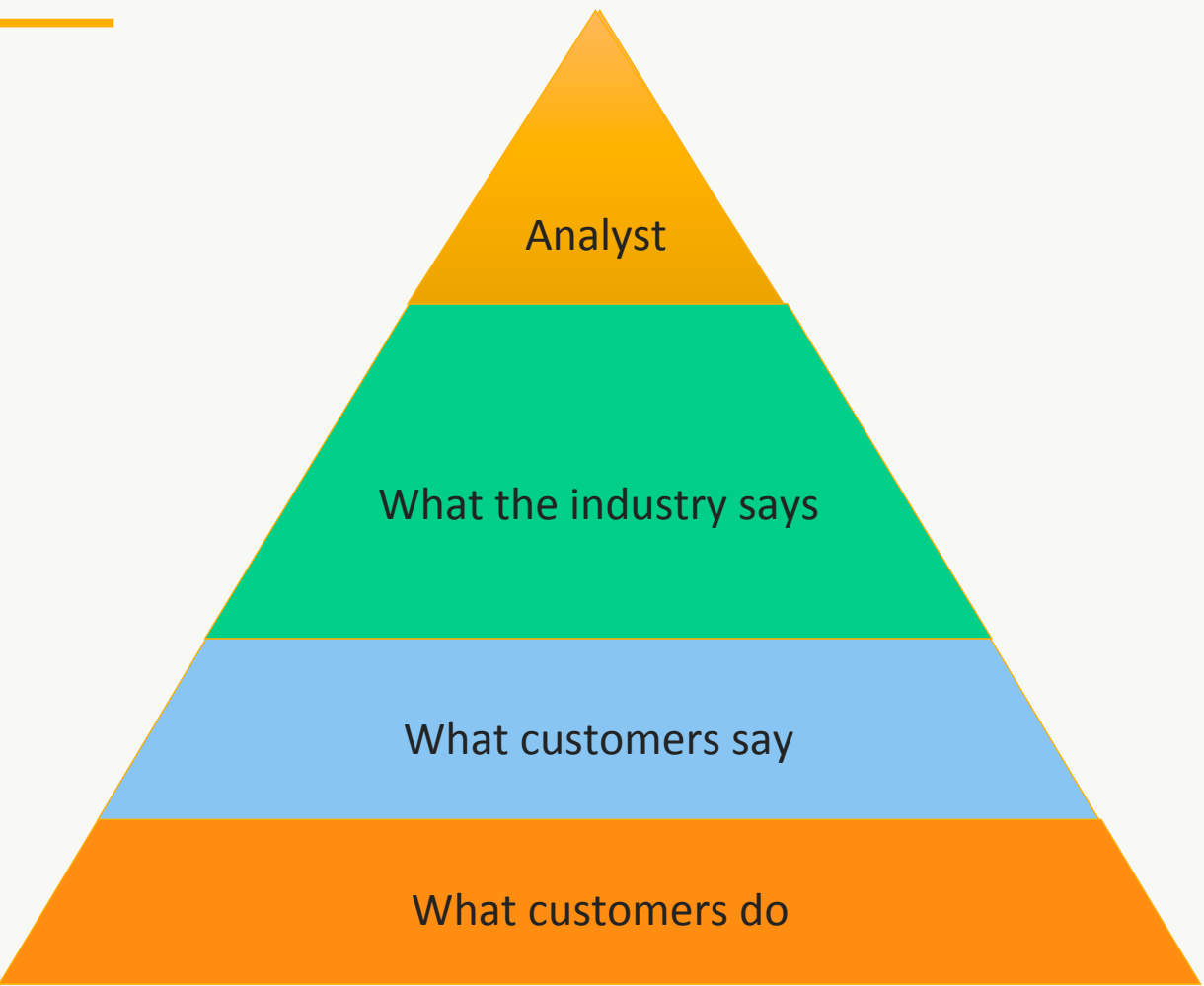


What customers do



Analyst

Research has a context and it may not be relevant:



Merchant Rate	Hotel Density
Future is net rate	Select hotels only
Combination of both	Select hotels only
Don't want to pay up front	Want choice but o one hotel
Less than half as likely to pay up front	?

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Different ways of thinking:

Causation

Principles

- Highest Expected return identify the target market with highest potential return
- Competitive analysis
position in the market to differentiate from competition
- Exploit knowledge
do extensive market analysis using available information

Managerial approach

Effectuation

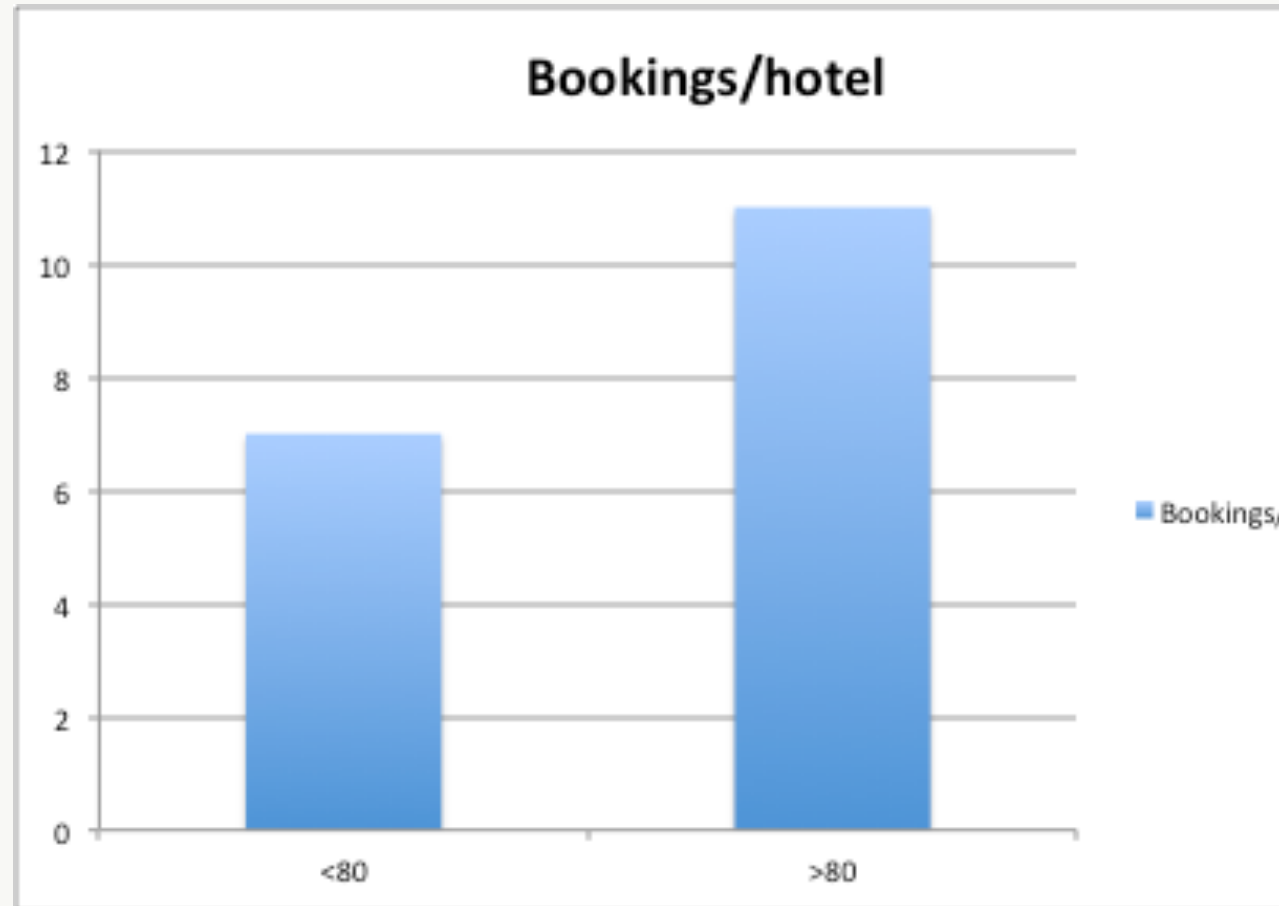
Principles

- Affordable loss
zero resources to market principle
- Strategic partnerships
induce customers into strategic partnerships
- Leverage contingencies
use the unexpected as source of new opportunities

Entrepreneurial approach

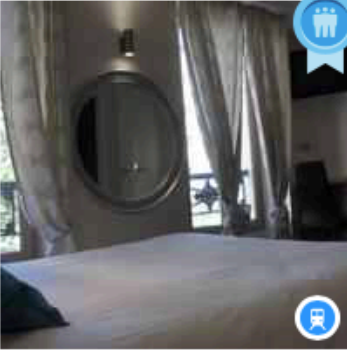
Launching innovation...

- Identify the premise and CSFs for the project
- Design the minimum cost / fastest solution that tests these
- Analyse
- Kill or build?

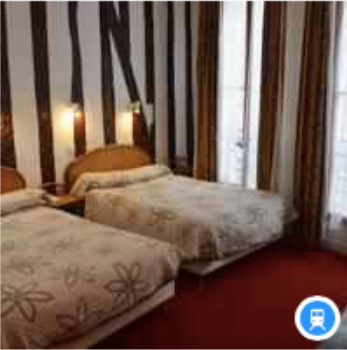


Eg: Paris hotels

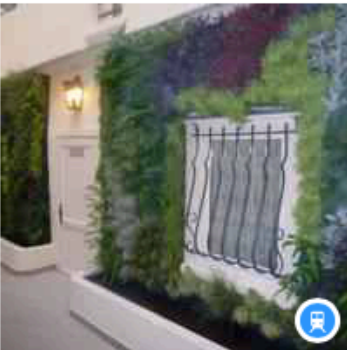
- Negative price elasticity
- Consumer feedback was that they had concerns over star ratings:
 - Friends
 - Previous guests
 - Star ratings
- Manually tried guest reviews for the first time in 2001
- Consumers over 80% more likely to book
-Built for scale



Hotel Nation Montmartre ★
18th arr., Paris – Metro access
Nation Montmartre is located in northern Paris, just a 5-minute walk from the Sacré Coeur and Gare du Nord. It is opposite Barbes-Rochechouart Metro Station providing direct access into the city.
Booked 10 times today



Hôtel Saint André des Arts ★
6th arr., Paris – Metro access
Hôtel Saint André des Arts offers pet-friendly accommodation in Paris. Free WiFi is available throughout. The rooms include a private bathroom fitted with a bath or shower.
Booked 10 times today



Hotel du Dragon ★
6th arr., Paris – Metro access
Located in Paris' Latin Quarter, Hotel du Dragon is at the heart of Saint-Germain-des-Prés. It offers spacious guestrooms with free Wi-Fi and en suite facilities.
Booked 2 times today
Value Deal

Example: User generated content

Our Cornwall experiences



Jeanette
from Todmorden

"The short walk to the headland is lovely. We didn't use the village (...)"

Anonymous

"Best place to visit; Looe, Polpero, Looe Island, Fowey, the whole (...)"



Andy
from Wiltshire

"I loved Helford & the right arms.. Hayle is a stunning (...)"

Alex
from Basildon

"Lands end has a fair bit for kids to enjoy including a farm and a 4D (...)"

Sara
from Plymouth

"Trebah Gardens is absolutely stunning, very dog friendly. (...)"





Select your date and duration:

09/12/2016

was £370.00

£337.00

Price Match Guarantee

Terms & Conditions

Book Now

Property Reference: 25394

Mainbrace

Port Isaac

4.5 stars

View Map

Add to My Shortlist

Customers' Choice 2015
cottages.com

9.6
reevoo
Read Reviews »

Sleeps 4

Bedrooms 2

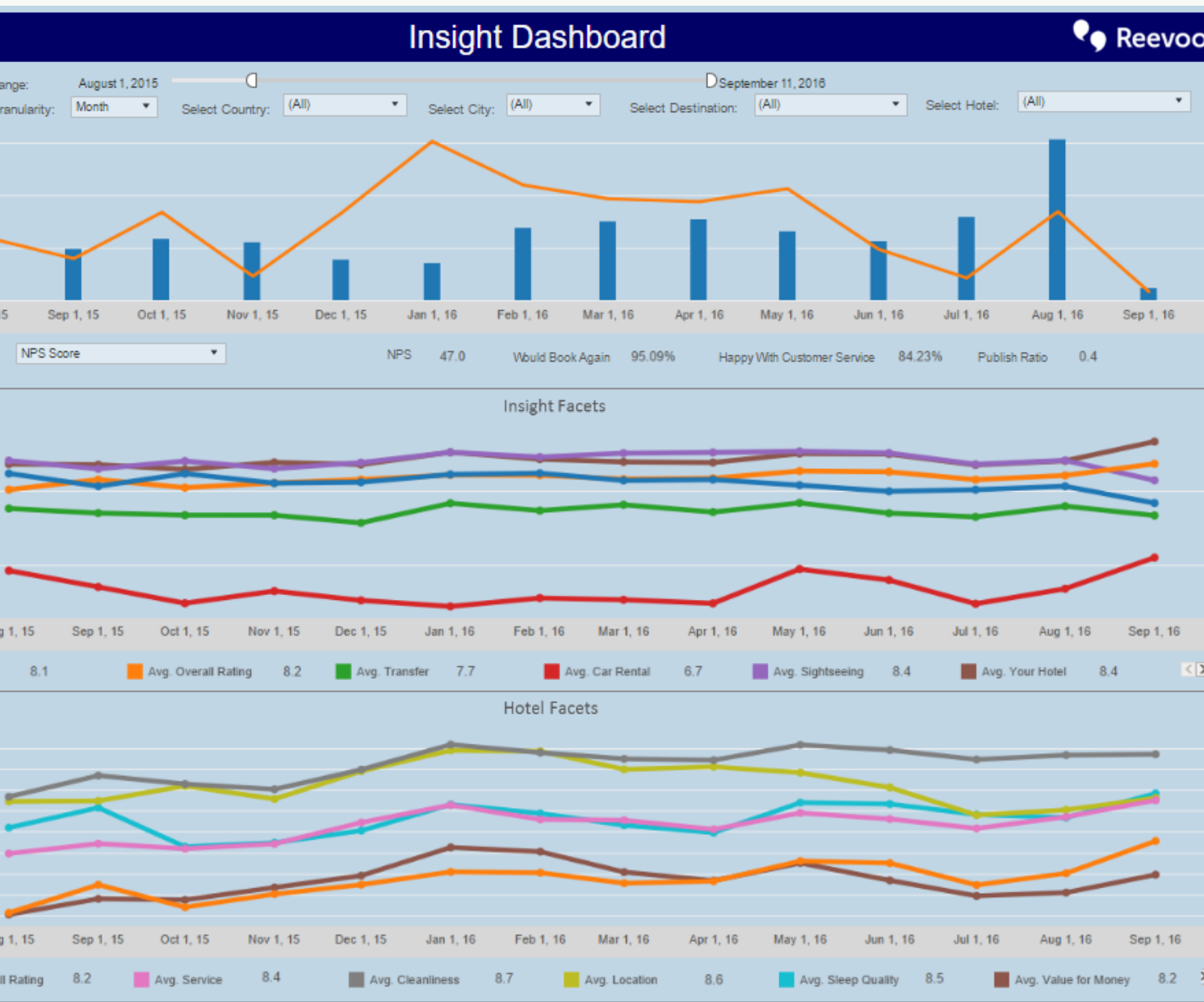
Bathrooms 2

Pets 0

Why Us?

+ Price Match Guarantee

Reevoo Insight Dashboard



Case Study

Sector: Travel

Requirements: How do I perform over time? What are my customers saying?

Actionable Insights:

1. Inform company strategy

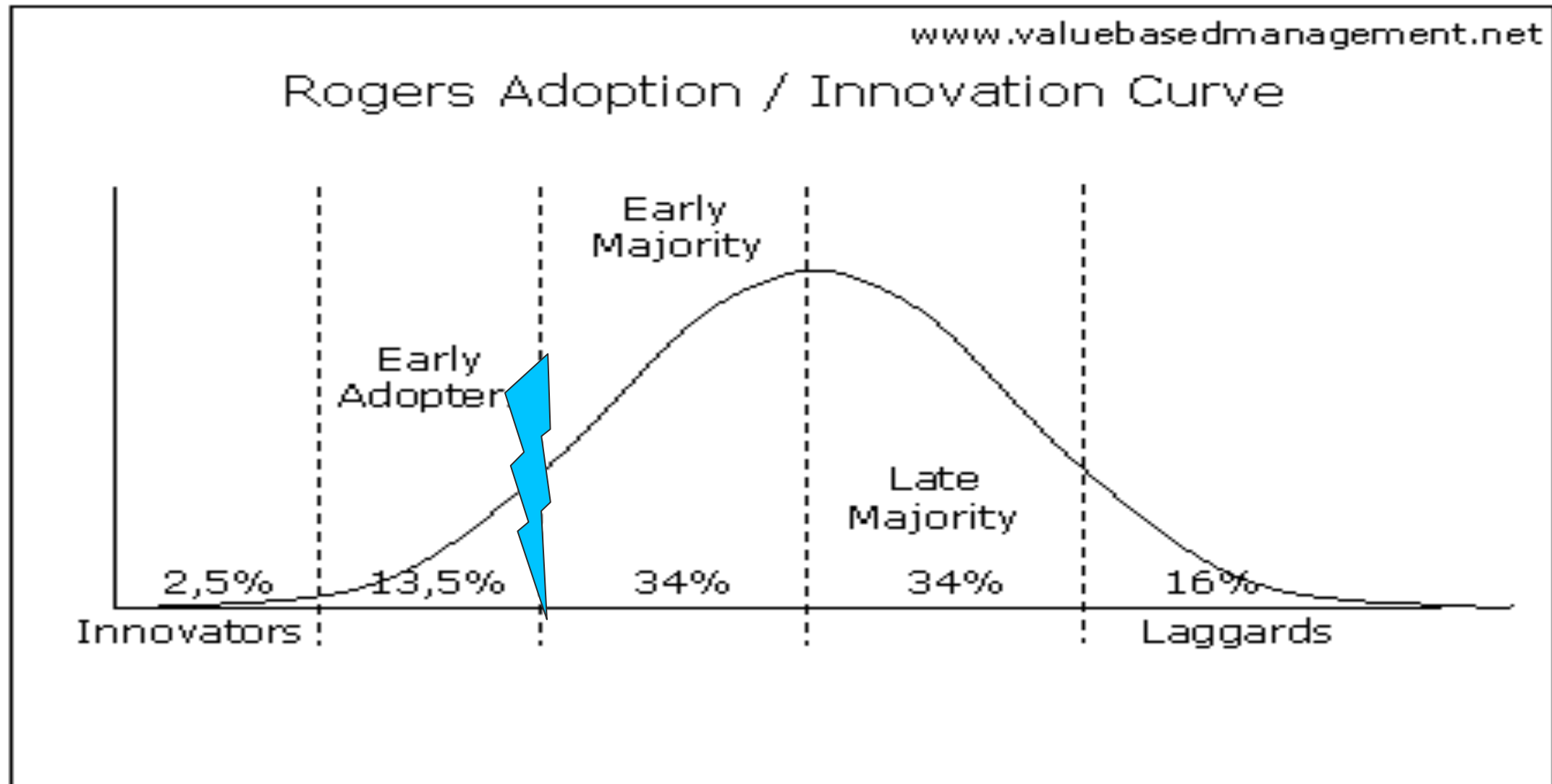
- Track NPS over time to understand company performance (relative to consumer satisfaction).
- Understand what is driving NPS by tracking both Insight and Hotel facets. Identify trends and patterns.

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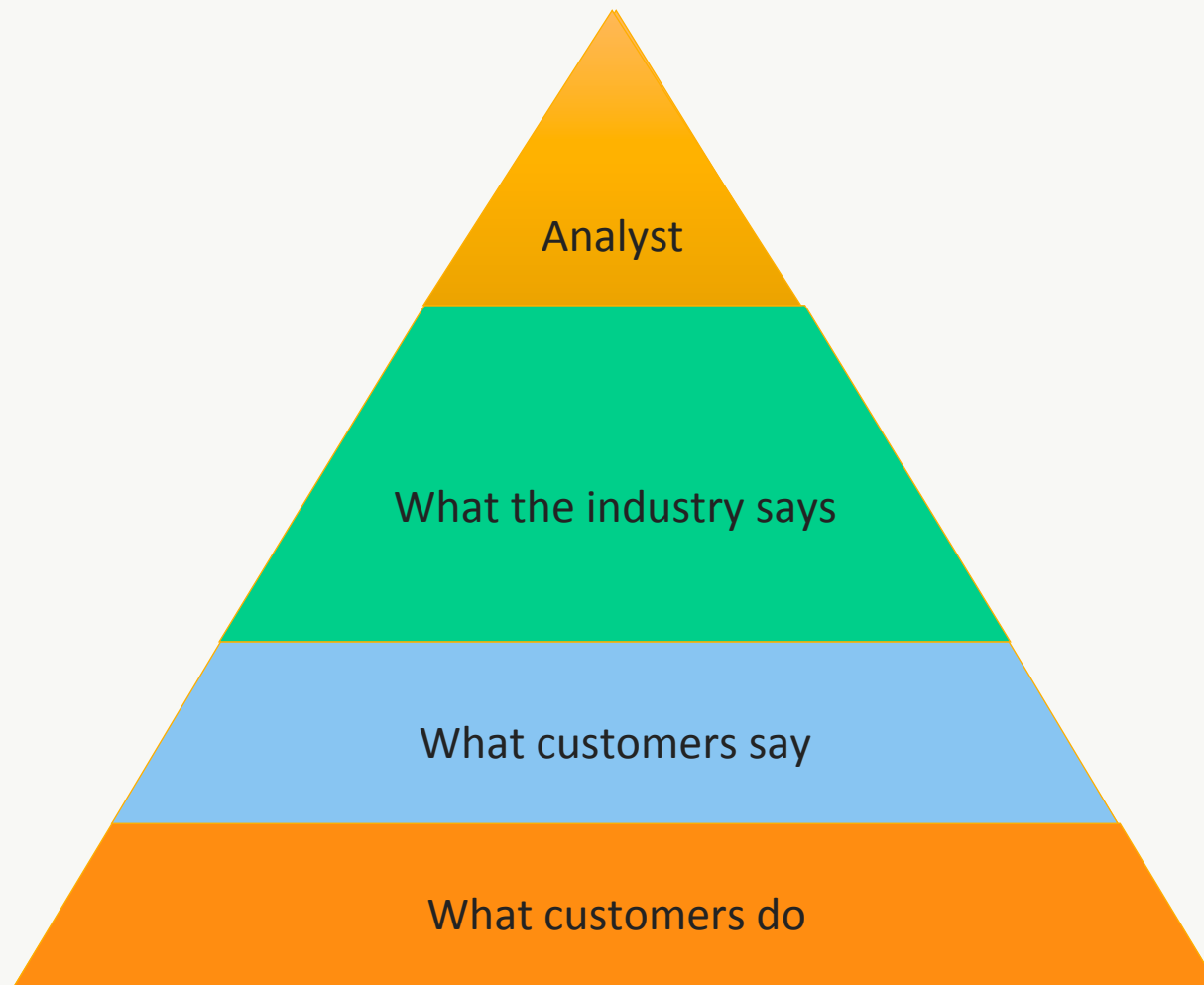
Initial results don't guarantee adoption:



Visionary or Delusional?

Evident with hindsight!

Focus on customers and their success:



What does success look like?

- Most startups pivot significantly
- Most projects are not smooth successes (at the time)

- 75% of projects failed
- Original Business plan wrong
- Very close to insolvency at times
- Legal conflict with critical suppliers

- But 10,000 hotels around Europe, >200% growth pa and TTV over \$250m p.a. in year 5.....

Thank you

Andy Phillipps