Saas-Fee / Saas Valley

The „Free Holiday Republic of Saas-Fee" is considered a top ski destination in Switzerland and its roughly 700 service providers (hotels, restaurants, apartments, ski schools, cable cars, etc.) offer sports, family and adventurous holiday activities across four regions (Saas-Fee , Saas-Grund, Saas-Almagell and Saas-Balen). The digital transformation means that the Free Holiday Republic of Saas-Fee is faced with new challenges regarding the holiday apartment research and booking process, The Saas Valley Marketing AG has recognised the zeitgeist and brought a strong partner for digital realignment on board by working with Facelift.

FREIE FERIENREPUBLIK
RÉPUBLIQUE LIBRE DES VACANCES
FREE REPUBLIC OF HOLIDAYS

Saas·Fee
SAASTAL

Objective

- Generation of awareness of the Saas-Fee brand

- Consolidation of up to 700 service providers (hotels, restaurants, vacation rentals, ski schools, cable cars, etc.) for a consistent brand image

- Seamless interaction between all channels (website, mobile app, shop, CRM and social media) for a smooth and easily controllable customer journey

Solution

Facelift Cloud usage for:

- Establishing an integrated marketing platform (SMAG marketing engine) for the Saas Valley region, which includes all service providers

- Reorganization of the entire digital infrastructure with the website at its center and with strong involvement of social microsites, CRM, mobile apps and the newsletter

Result

- Facelift Cloud as the central component of a platform via which all service providers can manage their digital activities

- Creation of a platform for managing the linked websites, social marketing channels, CRMs and newsletter marketing

- Possibility of central campaign distribution (e.g., Facebook ads)

- Attraction of fans, increase in commitment and awareness in social media channels, as well as increased turnover, bookings, visits, overnight stays, etc.

Starting Position

Since the beginning of 2014, the Saas Valley Marketing AG (SMAG) has been in control of all marketing activities for all of Saas Valley with a total of approximately 3,500 residents. Over the course of the last 7 years, SMAG has experienced a loss of about 400,000 overnight stays per season (from 1.4 million down to 1.0 million). As of 2014, 40% of apartments could not be booked online. The user paths along the customer journey were neither predictable nor measurable and not controllable due to a lack of corresponding instruments. Add to this that the competition with other ski areas has increased significantly in recent years and it is becoming increasingly difficult to reach the target group offline due to progressive digitisation. Further competitive pressure is created by online booking portals, which do provide for traffic and bookings, but contribute substantially lower margins compared to direct bookings.

Instagram Partner

Marketing Partner

ISO 27001 Security

Solution and Result

With the Facelift cloud as one of the basic building blocks, a centralised system (SMAG Marketing Engine) has been integrated, by way of which all service providers can comfortably control their digital activities. The challenge is to consolidate a large network of owner-operated family businesses within one system and to allow them to access all of the digital marketing activity functionalities. Lack of human resources, lack of expertise and a strong involvement in the daily business operations make the use of a centralised solution so valuable. The Facelift cloud is the basis for all interactions across all digital channels (websites, mobile apps, stores, CRMs and social media channels) and thus allows for a smooth, controllable and measurable customer journey. Due to the central distribution of campaigns, Facebook ads and dynamic landing pages (landing pages optimized for keywords) based on the Facelift cloud, a significant increase in online bookings was generated. Two steps have been instrumental in the consolidation of more than 700 service providers and the sharing of a single platform:

1. One login for all systems - implementation of an SSO interface (openID)

Via Single Sign On (SSO), the SMAG portal is connected to the Facelift cloud. The SSO allows users to log in to their portal by way of a single sign-on and use of the Facelift cloud via the same login. Re-entering the login data is thus not necessary, since both systems are linked via the single sign-on connection. For the users, the switch between both systems is thus much more comfortable. As a result, a central login not only facilitates usage from a technical perspective, but also ensures a high level of acceptance on the part of the employees of hundreds of service providers.

2. Making user data available in real time - data exchange adapter for connecting the CRM

A key element of the digital set of measures is the engagement module of the Facelift cloud. Without a technical background, it allows for the creation of interactive landing pages for publication on the web or on social media platforms. Sweepstakes, voting or contests are especially popular. The goal is to create interactive engagement measures without external resources and grab the attention of one's target audience. As part of these measures, it is crucial that user data is requested, which can then be used for e-mail campaigns or other direct marketing efforts later on. As such, all measures are equipped with a social login. Without tedious submissions and with just one click, the user confirms his or her participation and simultaneously submits his or her data to SMAG.

In order to be able to use the subscriber data from the engagement measures on the fly, an interface has been developed that transmits the subscriber data to the SMAG CRM in real time. The automatic data transfer is carried out for each service provider via their individual distributor so that the data is transferred to the CRM live system in an orderly manner. This data cannot only be processed in real time, but it also shows which service provider has generated which kind of and how much data. Other service providers can thus adapt these successful measures as well.

Contest on Facebook created with the Facelift Cloud