

Case Study

How Penta Hotels leveraged THN's Form Builder to better understand guest needs

The Challenge

Penta Hotels, a contemporary hotel brand with over 20 locations in Europe and Asia, offers a modern, relaxed setting for both leisure and business travelers. Known for its unique interior design and guest-focused approach, Penta Hotels emphasizes innovation and exceptional experiences, both online and offline.

Given the team's dedication to providing a superior experience to their guests, they set out to discover what exactly they should offer to their guests to reach this goal. In order to determine the best packages to offer on their direct website, who better to ask than their guests themselves?

Their goals were straightforward:

- **Identify the ideal packages** that will incentivize their guests to book directly
- **Generate future direct bookings** from website visitors

The Solution

Thanks to their longstanding partnership with The Hotels Network (THN), Penta Hotels found the perfect way to survey their online visitors: **Form Builder**.

With **Form Builder**, Penta was able to create a customized website form listing the various package components visitors could be interested in, giving them the option to indicate which would be the most interesting ones for them when considering different package options to book. The message was shown to visitors on both their corporate website and the individual hotel landing pages, offering €5 towards a future booking as an incentive. The incentive would then be applied to the shopping cart as soon as the survey had been submitted.

With form responses being sent straight to the Penta Hotels team, they were able to capture valuable insights into what packages or offers would be most likely to influence the direct booking decision of their website visitors. Not only were they able to gather this information, but by including the €5 incentive they increased the likelihood of the participants completing a booking.

The same communication was conducted via email through their newsletter.

The Results

The form was live for 2 weeks. In this time...

5€/£ OFF YOUR NEXT BOOKING?

Tell us about your perfect package! After filling in and submitting the form below, a one-time 5€/£ discount code will appear at the end of this page. It's valid for bookings placed on the website until 12.10.2023, but your trip can take place until 02.2024!

Which kind of packages would you be interested in?

- ☐ Food!
- ☐ Drinks!
- ☐ Something romantic and flirty, for a trip with my special someone
- ☐ Something fun and social, for a trip with my mates/girlfriends
- ☐ City attractions: a bundle with passes, guided tours, etc.
- ☐ Music: concert tickets, vinyl, etc
- ☐ Fashion & home: partnerships with cool brands
- ☐ Parking – easy and simple
- ☐ NO PACKAGES – I just want a great room and I'll find the rest by myself

Can you think of something better? Tell us here: Optional

☐ Terms & Conditions + Data Privacy

Submit

608 form submissions

were completed by online visitors.

This is **3x** the amount of forms that were submitted via email.

**PENTA
HOTELS**

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Crafting unforgettable guest experiences is one of our core missions at Penta, so it made total sense for us to reach out to our guests directly to see how we can improve our offerings. The Form Builder was the perfect tool to execute this campaign directly, and the response rate surpassed our expectations. We were able to learn vital customer behaviour in that the ideal moment to ask our visitors for feedback is while they're already on the website.

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Debora Rocha
E-commerce Manager