



## Case Study

# Grand Lucayan, Luxury Bahamian Resort, Increases Phone Conversion Rates by 157% with Convirza.

### Overview

The Grand Lucayan uses Convirza call tracking and Conversation Analytics to optimize marketing spend and improve phone performance. In the extremely competitive Bahaman hospitality market every dollar counts. The Grand Lucayan uses sophisticated call tracking geographic reporting to analyze the marketing performance of geographic regions, campaigns, keywords and ad groups. They also use Conversation Analytics to hold employees accountable for phone performance and improve phone conversion rates.

### Need and Implementation

The Grand Lucayan has an in-house marketing department. This marketing department is tasked with promoting the Grand Lucayan across the Eastern seaboard. They depend on accurate call tracking data to ensure they're making wise decisions with their marketing budget. In short: they need to know which ads, campaigns and keywords are generating calls. Phone calls are answered by a team of employees at the Grand Lucayan.

"We knew we needed more data about our entire phone process," says Deborah Simorne, Director of Revenue Management. "So we turned to Convirza and their sophisticated Conversation Analytics platform."

The Grand Lucayan immediately started placing call tracking numbers on print ads, online advertising, and PPC ads appearing across the Eastern U.S. Conversation Analytics also began analyzing phone calls and extracting sales and marketing out of actual conversations. gap and show them actual lead and even revenue data for their business."

### Marketing Data

Every marketer has assumptions. The marketers at Grand Lucayan are no exception. They assumed that their marketing budget would be best spent in the Atlanta metro area. Atlanta is, after all, where the majority of the flights to the Bahamas originate. Their print ads, PPC campaigns, and television campaigns were focused heavily on that market.

### Company

Grand Lucayan

### Industry

Hospitality (Luxury Hotel and Resort)

### Line of Business

The Grand Lucayan is a luxury resort on the white sand beaches of Grand Bahama Island. With 740 rooms, the Grand Lucayan is one of the premiere vacations destinations in the world. Located only 70 miles off the Florida coast, the Grand Lucayan hosts conventions, weddings, and romantic vacationers. They are a full-service property offering meeting space, golf, spa services, restaurants, luxury accommodations, and unforgettable ocean views.

### Location

Grand Bahama Island



[www.convirza.com](http://www.convirza.com)

“We spent the lion’s share of our marketing budget in Atlanta and North Carolina,” Simorne says.

One of the first things the Grand Lucayan marketing team noticed after implementing Convirza was that Atlanta and North Carolina were not producing a great ROI or spend-to-call CPL. Instead, much smaller spends in Florida and Northeast were generating far more calls. The CPL was much lower.

“Convirza has enabled our marketing managers to target to specific Zip Codes or even Area Codes and then pull data on those areas,” Simorne says. “We are spending our marketing dollars far more effectively than we were.”

Data from Convirza has allowed the Grand Lucayan to, in some cases, target specific neighborhoods that are amenable to their offers. They’re optimizing print ads, email campaigns, and keyword groups with this data.

“We’re producing more calls with the same marketing spend,” Simorne says. “That’s a big deal.”

### Sales Data

Many hotels rely on mystery shopping calls to help employees close more deals over the phone, and the Grand Lucayan was no exception.

“We’ve used mystery shopping calls for years,” Simorne says. “But we still weren’t closing enough deals.”

Convirza provides a less expensive and more effective alternative to mystery shopping. Instead of recording staged mystery shopping calls, Convirza actually records real phone calls from real people trying to book a room (which is totally legal in the U.S. and Canada), and then analyzes those calls with its award-winning Conversation Analytics platform.

Conversation Analytics uses speech recognition technology to listen ‘listen’ to phone calls and extract useful data about what was said on the call. It can determine, for example, if an agent was polite, asked for the reservation, and even remained persistent. It can also determine if there were missed opportunities for revenue or upsell.

“The employees find it crucial to get this data,” Simorne says. “How they sound on the phone on a mystery shopping call is very different than how they sound talking to a potential guest—a real person.”

Using the data extracted by Conversation Analytics, the Grand Lucayan began an employee incentive program around call scores and close rates. They listen to calls with employees, and train employees based on the call data extracted by Convirza. And it’s working. Phone conversion rates have increased 157% in the last 6 months—increasing from 7% to 18%.



*"I have no idea why every hotel doesn't use Convirza."*

**Deborah Simorne**  
Director of Revenue Management  
Grand Lucayan Hotel, Bahamas

## Missed opportunities

And as Simorne dug further into the data, she found that the property was actually failing to answer several hundred calls each month. Assuming an 18% conversion rate on calls, those several hundred missed calls represent a sizable amount of revenue.

"We learned when our peak call times were, when our slow call times were, and we made staffing adjustments based on the data," Simorne says. "This has improved our revenue numbers."

## The Future

Convirza call tracking and Conversation Analytics has made the Grand Lucayan more efficient from a

marketing, sales and operations perspective.

"Convirza is an all-in-one tool. We take the information it provides and we dissect it," Simorne says. "The information is first-class."

Convirza provides marketing data that is impossible to get with mystery shopping, and sales data that is less expensive and more accurate than data provided by mystery shopping.

"It is better than mystery shopping for training, plus we get incredibly valuable marketing and sales data," Simorne says. "I have no idea why every hotel doesn't use Convirza."



## About Convirza

Convirza is the next generation of intelligent call tracking and marketing automation. Convirza allows marketers to track marketing ROI, close rates, lead quality, and call quality. Integrating award-winning features like Dynamic Number Insertion (DNI), full-scale Google Analytics integration, and exclusive Conversation Analytics. Convirza is the most robust call tracking solution on the market.

Sign up for a 30 FREE Trial by visiting [www.convirza.com/30-day-trial](http://www.convirza.com/30-day-trial) or call 866-811-8880



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