

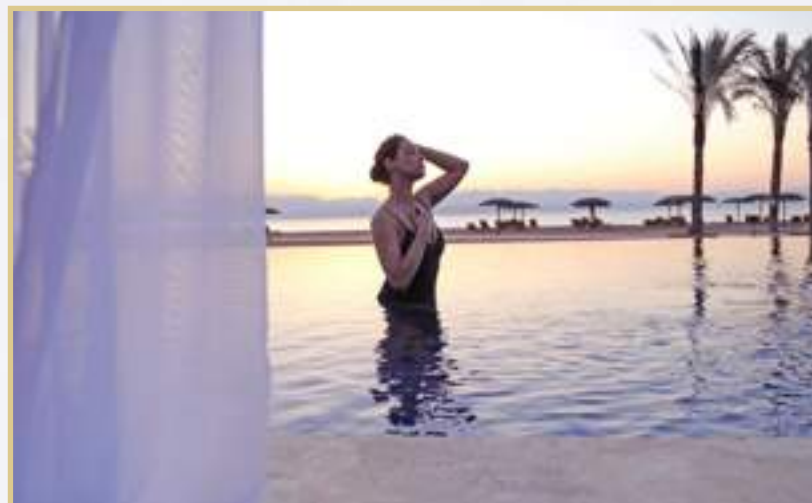


Club Med

Where happiness means the world

Nature of the business

- Most beautiful destinations of the world



Club Med

Where happiness means the world

Core business & values

Our Business

- Tourism & Travel industry
- World specialist in upscale, multicultural and friendly all-inclusive holidays
- Premium positioning on high-end resorts market

Competition

- Leader of the French market
- Among the Top 10 of the European market
- Competitors: Sandals, Meliá Hotels, Carnival, UPCA

Our values

- Multicultural
- Responsibility
- Pioneer
- Freedom
- Kindness

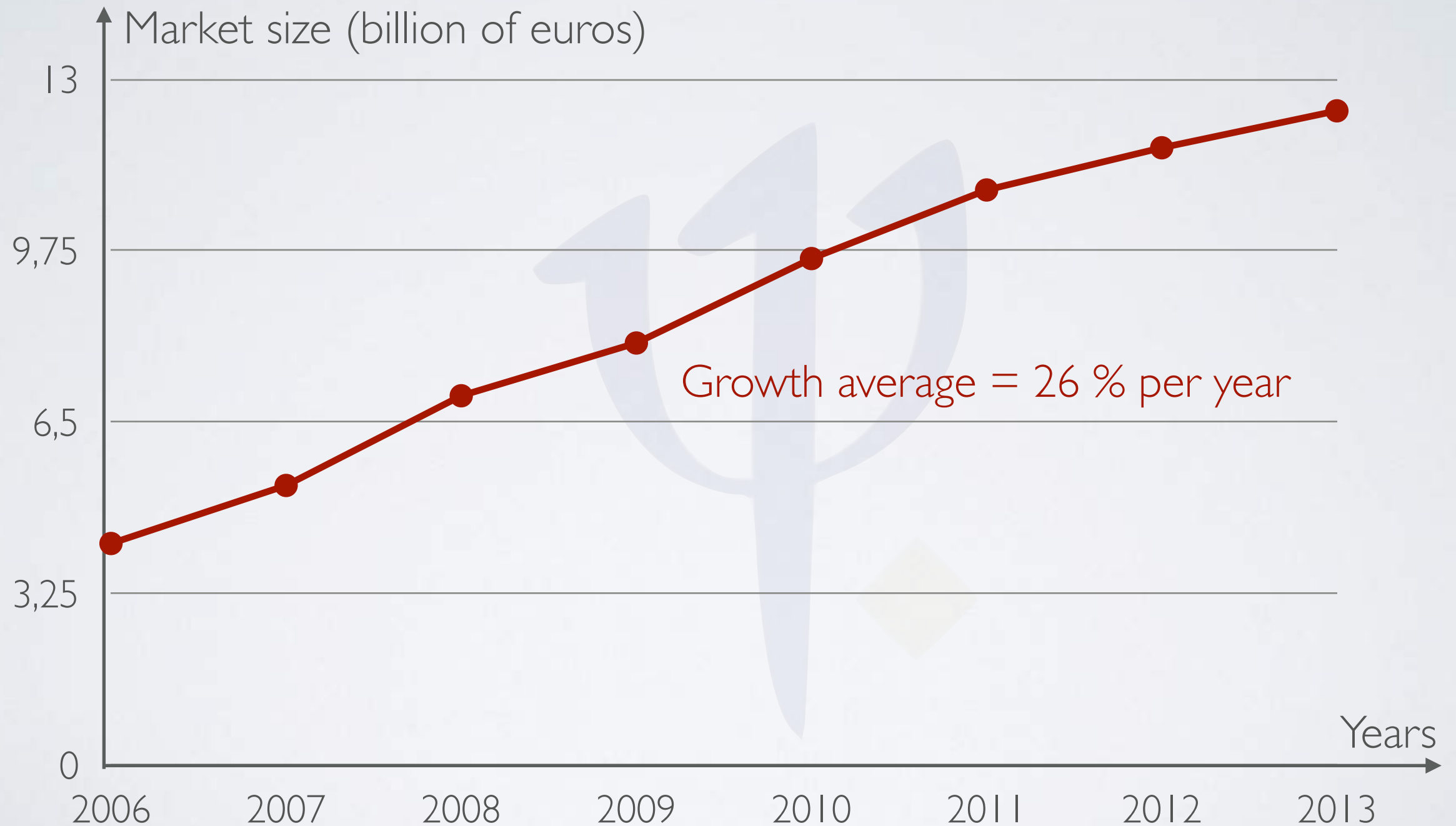
Our mission

- Offering to our customers joyful and relaxing stays within high-quality resorts

Opportunities

- Increasing demand in developing countries (China, Brazil, Russia)
- Expansion of online travel booking

e-Tourism tendency

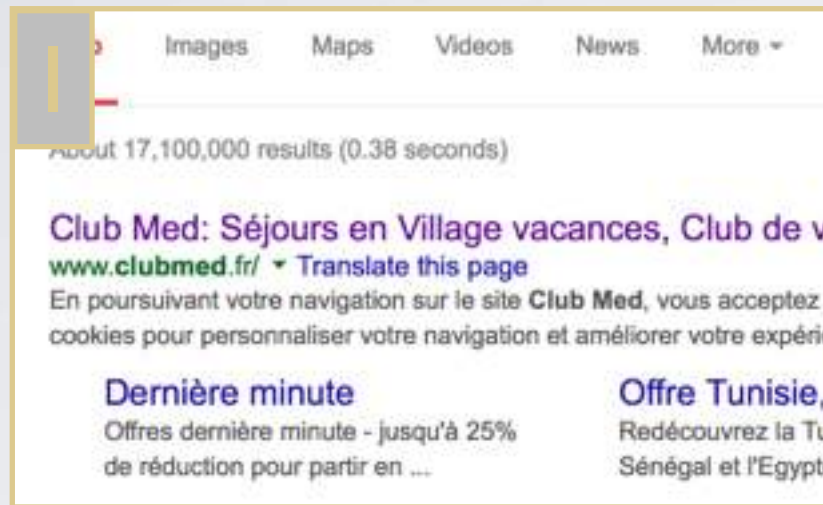


Buy a Club Med travel online

Our website

The screenshot shows the Club Med website interface. At the top left is the Club Med logo. To its right, contact information is provided: 'VOTRE CONSEILLER CLUB MED' with the phone number '08 200 200 08' and operating hours 'Lun-Sam 9h-20h' and 'Dim 10h-20h'. Further right are links for 'INSCRIPTION À LA NEWSLETTER' and 'FR'. Below this is a search bar titled 'RÉSERVEZ VOS VACANCES' with the text 'Vous recherchez' and a dropdown menu showing 'Ex: Bali, Plage, Ski...'. To the right of the search bar is a 'DESTINATION' button. Below the search bar are icons for various activities: a mountain, a sun, a family, a person with a backpack, a SPA, and a sailboat. A 'Plus de critères' link is also present. The main banner features a photograph of a man and a woman in winter gear on a snowy mountain slope. The text on the banner reads: 'La neige est tombée! Profitez-en! Val Thorens Sensations, Serre-Chevalier... DECOUVREZ TOUTES NOS OFFRES'. At the bottom right of the banner is a 'DERNIERS VILLAGES VUS' link with an upward arrow. The footer contains navigation links: 'DÉCOUVRIR CLUB MED', 'NOS DESTINATIONS', 'VOS ENVIES', 'LE LUXE BY CLUB MED', 'OFFRES', and 'ESPACE MEMBRE'.

Buying process online



Step 1 : Find the website



Step 2 : Choose a destination

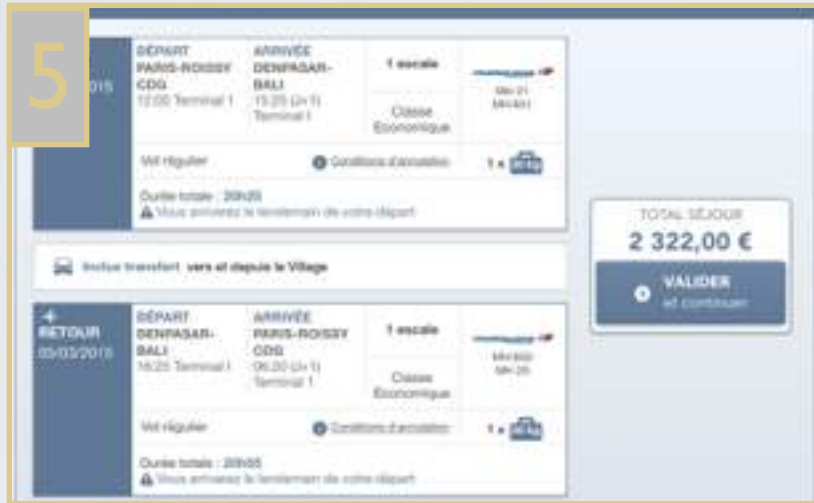


Step 4 : Choose a room



Step 3 : Choose availability

Buying process online



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DÉPART PARIS-ROISSY CDG 12:00 Terminal 1

ARRIVÉE DENPASAR-BALI 15:25 (Lx 1) Terminal 1

1 escale

Classe Économique

Vo régulier

Conditions d'annulation

1 x

Durée totale : 20h20

Vous arrivez le lendemain de votre départ

Inclus transfert vers et depuis le Village

RETOUR 05/02/2016

DÉPART DENPASAR-BALI 16:25 Terminal 1

ARRIVÉE PARIS-ROISSY CDG 06:30 (Lx 1) Terminal 1

1 escale

Classe Économique

Vo régulier

Conditions d'annulation

1 x

Durée totale : 20h05

Vous arrivez le lendemain de votre départ

TOTAL SÉJOUR 2 322,00 €

VALIDER et continuer

Step 5 : Choose a flight



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Client Club Med ?

Pré-remplissez-vous pour pré-remplir vos informations personnelles

Si vous êtes déjà membre CLUB Med les montants d'adhésion seront supprimés de votre total dossier.

Les tarifs de GM figure notamment sur votre dernier contrat de vente. Si vous ne connaissez pas ce numéro surs contactez directement le formulaire "Nouveau client Club Med ou N° de GM égaré ?".

SE CONNECTER

Nouveau client Club Med ou N° de GM égaré ?

Merci de compléter les informations ci-dessous.

Les participants

Civilité

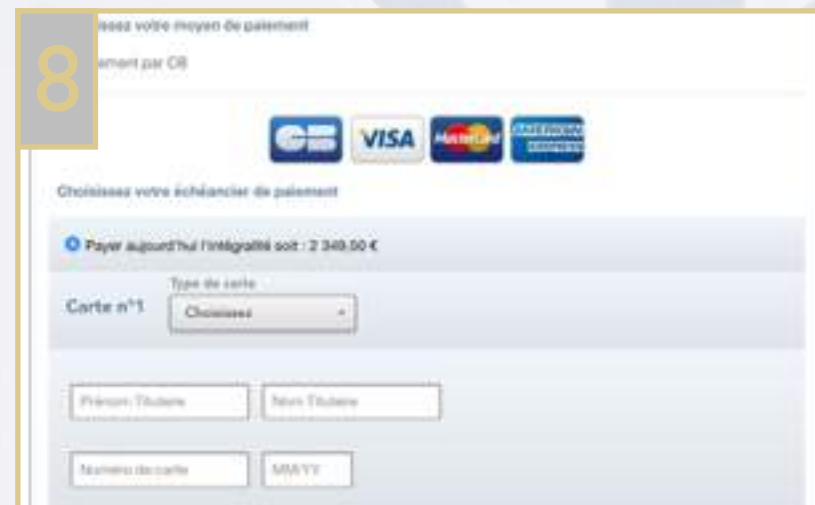
Select

Prénom

Nom

Date de naissance

Step 6 : Personal informations



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Choisissez votre moyen de paiement

Paiement par CB

CB

VISA

MasterCard

AmEx

Choisissez votre échancier de paiement

Payer aujourd'hui l'intégralité soit : 2 349,00 €

Carte n°1

Type de carte

Choisissez

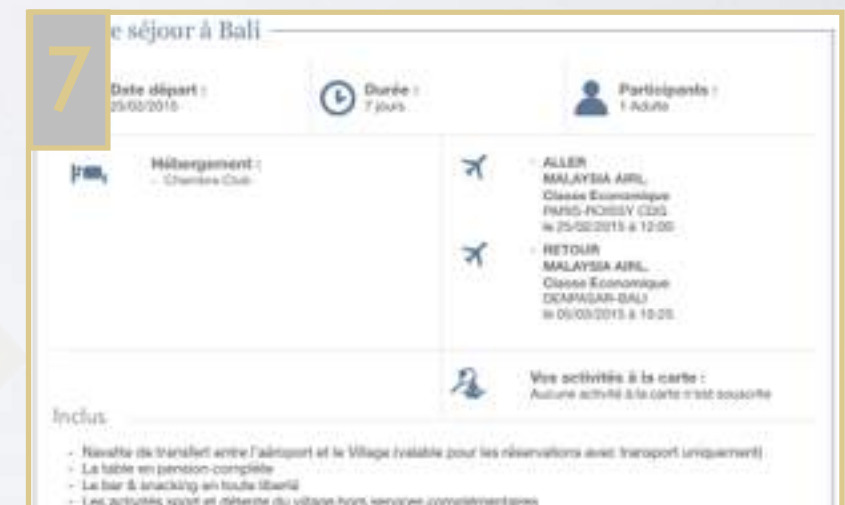
Prénom Titulaire

Nom Titulaire

Numéro de carte

MATY

Step 8 : Payment



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Le séjour à Bali

Date départ : 05/02/2016

Durée : 7 jours

Participants : 1 Adulte

Hébergement : Chambres Club

ALLER MALAYSIA AIRL. Classe Économique PARIS-ROISSY CDG le 25/02/2015 à 12:00

RETOUR MALAYSIA AIRL. Classe Économique DENPASAR-BALI le 05/02/2015 à 10:05

Vos activités à la carte : Aucune activité à la carte n'est soustraite

Inclus

- Navette de transfert entre l'aéroport et le Village (valable pour les réservations avec transport uniquement)
- La table en pension complète
- Le bar & snacking en toute liberté
- Les activités sport et détente du village hors services complémentaires

Step 7 : Final check

Confirmation mail

Step 9

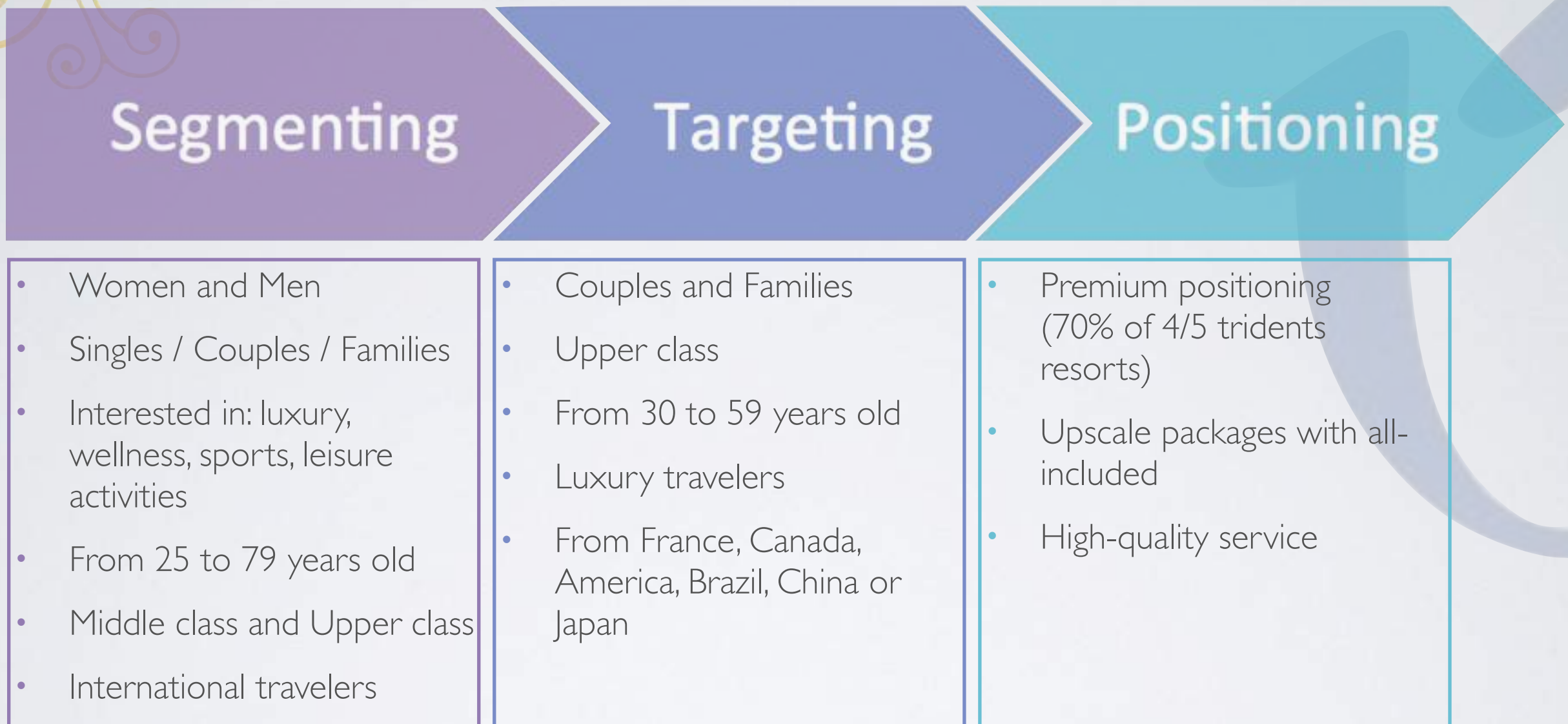
Blue print : Buy a trip online

MASQUED

Customer's actions	Go to Club Med.com	Look for offers	Set criteria S.F	Date /Departure / Number of people Housing Transportation Activities	Registration	Payment S.F	Confirm reservation S.F	Receive confirmation email
Visible cues	Advertising / Word of mouth	Search engine / Pictures/ Videos	Icons	Calendar/ Airports list/ Room features		Insurance offers	Summary of the order	Confirmation email
Target time (minutes)	0.5	7	3		2	1	1	0.5
Participants	Customer	Customer	Customer	Customer [Call center]	Customer	Customer	Customer	Customer
Back-office processes	Website designing	Updates offers / Upload photos	Automatic availability checking		Registration system	Accounting procedure	Registration system	Emailing process

S.F = service failures (1. Availability inconsistency 2. Technical bugs 3. Emailing delay)

Our customers



Customers involvement on Clubmed.com

Internet-based service delivery

➤ Co-production of the service

First stage of the customer's experience



Our objectives related to customer's satisfaction

- Customer's expectations :
 - Easy, understandable, user-friendly, simply, attractive, clearness, security, well-designed, intuitive, interactive...

Affective	Cognitive
<ul style="list-style-type: none">• Wonderful pictures allows to imagine himself in holidays (pictures of destination, of activities).• Neutral colors to emphasize on pictures• Process of identification to people present on pictures• Friendly font• People feel belonging a community	<ul style="list-style-type: none">• Emphasize on current offers• User-friendly website• Efficient search engine

Customers' insights

« Simple and easy buying »

« Technical bugs about availability »

« I needed only 15 minutes to book my trip »

« Sometimes difficult to know what is included in the price and what is extra ! »

Website comments

« An atmosphere of holidays »

« I booked my trip online but I didn't received any confirmation mail »

« I'm relieved to know I can contact the call center at any time ! »

« Not enough payment opportunities! »

Customers' insights

Application quotation



« It's impossible to consult prices and availability ... very disappointing »

« Difficult and unfriendly navigation »

« It's only advertising ! »

« Useless app »

« I'm happy to dispose of the ClubMed app on my tablet »

« Beautiful pictures ! »



Diagnosis of the customer experience online

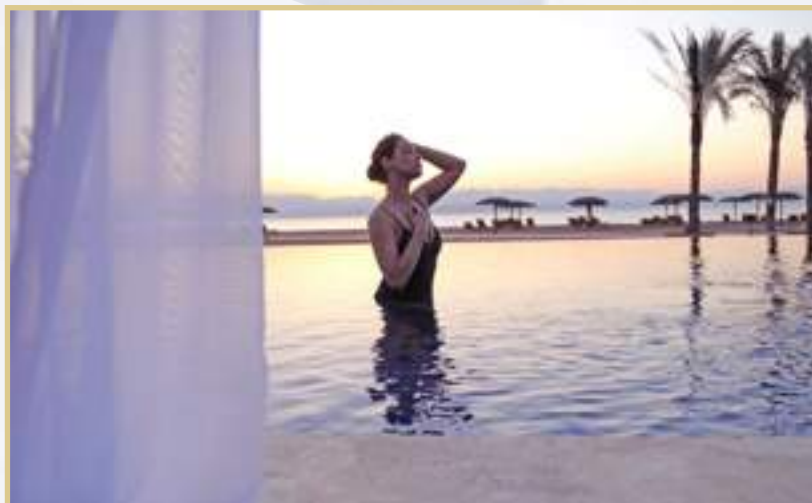
Strength	Weaknesses
<ul style="list-style-type: none">• Website is well-referenced• Atmosphere of the website• Precise search engine• Steps of the booking easy to identify• Practical information• Possibility for visitors to contact the call center at anytime• Recent deployment of apps• Creation of a community of users• High involvement in social media / CRM	<ul style="list-style-type: none">• Detection of non-intuitive functions• Some problems of accuracy during the search (technical bugs)• Loading of pages judged long• Large number of abandonment• Payment stage : source of dissatisfaction• Mobile devices : navigation and functions to improve• Not enough personalization

Our challenges

- Increase the visibility of the website
- Facilitate the booking on-line especially during the holiday period
- Facilitate the customer interaction with Club Med staff (limit the variability of the Call center)
- Improve the app available on tablet
- Increase our website effectiveness



Thank you for your
attention



Club Med Where happiness means the world



Sources

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- Clubmed.co.uk, (2015). Club Med™ - Luxury All Inclusive Family Holidays - Book Online Today!. [online] Available at: <http://www.clubmed.co.uk/cm/home.do?PAYS=341&LANG=EN> [Accessed 15 Feb. 2015].
- Tripadvisor.com, (2015). Reviews of Hotels, Flights and Vacation Rentals - TripAdvisor. [online] Available at: <http://www.tripadvisor.com/> [Accessed 15 Feb. 2015].
- [https://webaccess.esc-rennes.fr/http/esc/gw-proxy/www.xerfi-knowledge.com/xerfifrance/etude/Club-Med-\(etude-de-groupe\)_4ENT03](https://webaccess.esc-rennes.fr/http/esc/gw-proxy/www.xerfi-knowledge.com/xerfifrance/etude/Club-Med-(etude-de-groupe)_4ENT03) [Accessed 15 Feb. 2015].
- Verbatim transcripts issued from our own experiences, from forums and the opinions on the Appstore



Credits



MK541E - Customer Experience Management

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