

HISTORIC SCOTLAND
ALBA ACHAMHUR

Travel Trade Corporate Fu



ABERDOUR CASTLE

THERE IS NOTHING AS
ROMANTIC
AS A
SCOTTISH
CASTLE WEDDING



SETON COLLEGIATE CHURCH

DOUNE CASTLE



BOTHWELL CASTLE



STIRLING CASTLE



HUNTINGTOWER



EDINBURGH CASTLE



CASTLE CAMPBELL

ROTHESEY

Using the latest technology to optimise a historic sales process



Category: 3 Digital
Sub-category: 3.3 Mobile App (consumer/business to business)
Client: Historic Scotland
Date: June 2014

02. Executive summary

When the Sales Team at Historic Scotland approached us to create communications which would encourage audiences all over the world to make bookings with them, it unearthed a new opportunity.

By researching and understanding their existing sales process, we started to identify a better way to showcase their impressive sites. One that would meet the challenges of the Sales Team and would enhance the opportunity for them to sell directly.

A series of scoping workshops uncovered the core insight: **Getting information to a prospect quickly would help convert them into a customer.** The Historic Scotland sales app was born.

Designed to cater for 3 distinct audiences, the app presents a wall of history in the form of Historic Scotland sites, all placed in a stunning slideable format. A facility to create bespoke PDFs means that the app can create bespoke sales materials designed for a specific client.

This has had an impact on sales performance, business efficiencies and has been very well received by both the internal audience at Historic Scotland and their peer group.

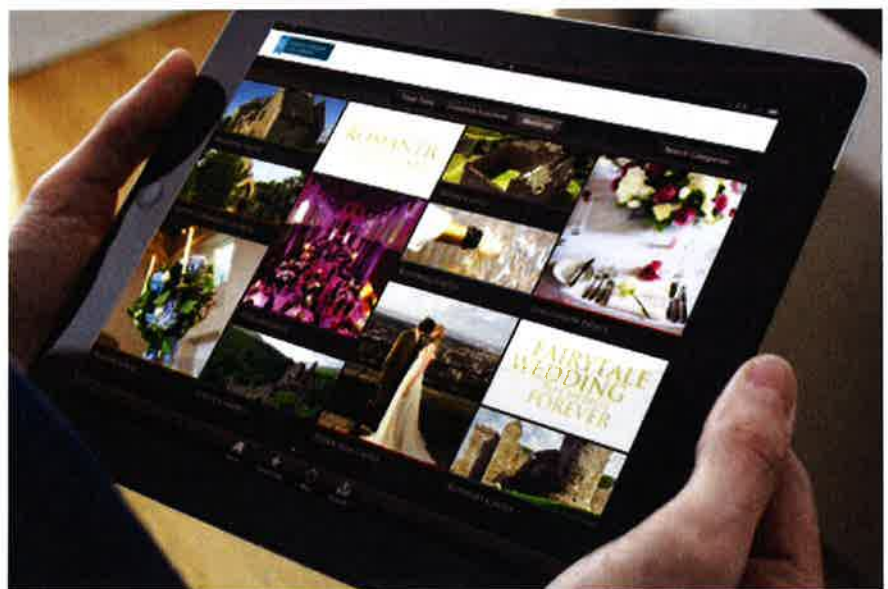
Although it is still early days in terms of measuring results, this project has achieved its defined objectives and we will continue to monitor its impact over the coming year.

Within the last year the app has contributed to a significant increase of travel trade sales and has reduced a lengthy selling process to 10 minutes.

(231 words)

The app has contributed to a **significant increase** of travel trade sales and has reduced a lengthy selling process to **10 minutes**.

A sales process that had previously relied on traditional printed media now uses the modern sales app to showcase Historic Scotland sites at their very best.



03. Project overview

Challenging the brief

Historic Scotland approached us to create communications to encourage a global audience to make bookings with them.

As per the market norm, their expectation had been for printed media to increase overall awareness and interest in Scotland's attractions. But when we asked the Sales Team about their selling process, we discovered that there may be a more effective solution.

We agreed that our brief really was to **'enhance the opportunity to sell directly'**. To bring to life the vast portfolio of sites in a more engaging way.

Background

It is the role of the Sales Team to meet with prospective customers all over the globe and encourage them to bring visitors to the Historic Scotland sites.

In doing this, they faced a number of challenges:

- Volume of content from multiple sources: lots of pieces of paper, presented in different styles and formats, creating a disjointed and unprofessional image. They wanted Historic Scotland to be the first choice of venue/event/tour; a natural function of being shown a quality presentation.
- Old and inconsistent imagery: looked dated and unflattering; not presenting the sites at their best.
- Unclear customer journey: different people were presenting in different ways. More thought was required for the customer journey and the most useful tool for the Sales Team.

They needed a fit for purpose solution – something to provide a portable option at international meetings with visual stand out.

Overview of market

The tourism sector is worth £11bn to the Scottish economy¹ and was one of the few industries to grow last year.

With hundreds of iconic castles and landmarks, which are major tourist attractions, Historic Scotland has a key role to play in contributing to this. Keeping these sites in good shape is part of their task. Encouraging people to explore this great estate is the other. And that's exactly what we were briefed to do.

A 'fit for purpose' solution

We decided that a sales app would be a perfect solution but needed to design it so that it worked cohesively with the sales process. So we undertook a workshop with the key team at Historic Scotland who had regular direct communication with typical audiences.

¹ Deloitte independent report 2010.

Our core objective was to **enhance the opportunity to sell directly.**

03. Project overview (continued)

The core insight was that **getting information to a prospect quickly would help convert them into a customer.**

Key findings from the workshop

The findings from the workshop identified a complete list of project aims to help us to 'scope out' the app:

1. Provide a more engaging elevator pitch
2. Set Historic Scotland apart from the competition; making it clear who they are, what they represent and what they can offer
3. Increase visitor numbers
4. Facilitate a more professional and modern sale
5. Simplify and tailor content for a range of audiences
6. Provide a platform with quick, easy access
7. Present a slick appearance
8. Cut back on time, paper work and costly hand outs
9. Provide recipients with a concise take away
10. Capture data of travel trade contacts
11. Cut across languages by using a visually appealing tool with punchy content

The workshop provided us with the information we were looking for. But the core insight which led us to believe that the app would translate to sales, was that getting information to a prospect **quickly** would help convert them into a customer.

And as every customer is different, we needed to produce something bespoke that would allow the Sales Team to cater for each individual audience.

Typically the app would be used at face to face presentations. Customers may already have a relationship with the Historic Scotland brand but most important to them would be a sense of a reliable organisation with plenty of wonderful sites to choose from.

We identified three key audiences. For the purposes of this project, the largest audience, Travel Trade, was the focus for the app.

The project launch took place at the World Travel Market 2012; the perfect opportunity to showcase the app to the 50,000 travel trade attendees.

(649 words)

The app was an opportunity to showcase Historic Scotland's wonderful sites and tailor content to a range of audiences.



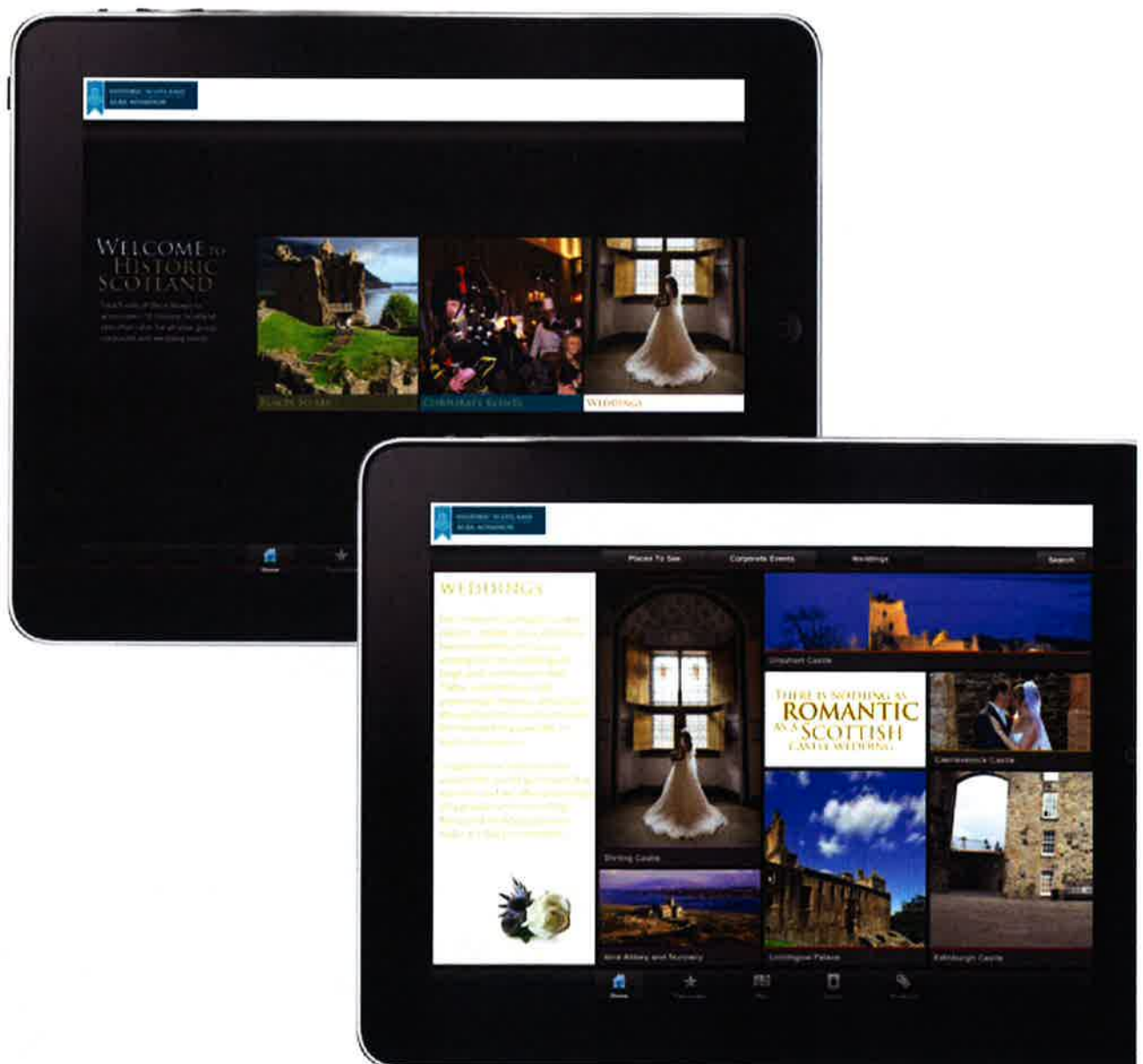
04. Outline of design solution

So we created something special.

Targeted content

Whilst Travel Trade were the key audience for the app, the Sales Team also speak to corporate customers in need of hospitality venues and couples in need of atmospheric wedding venues.

So we catered for three distinct audiences with three distinct sections of content – for Travel Trade, Corporate Customers and Wedding seekers. Each established its own look and feel. Bespoke PDF sales material could be created for each audience catering for their individual requirements.

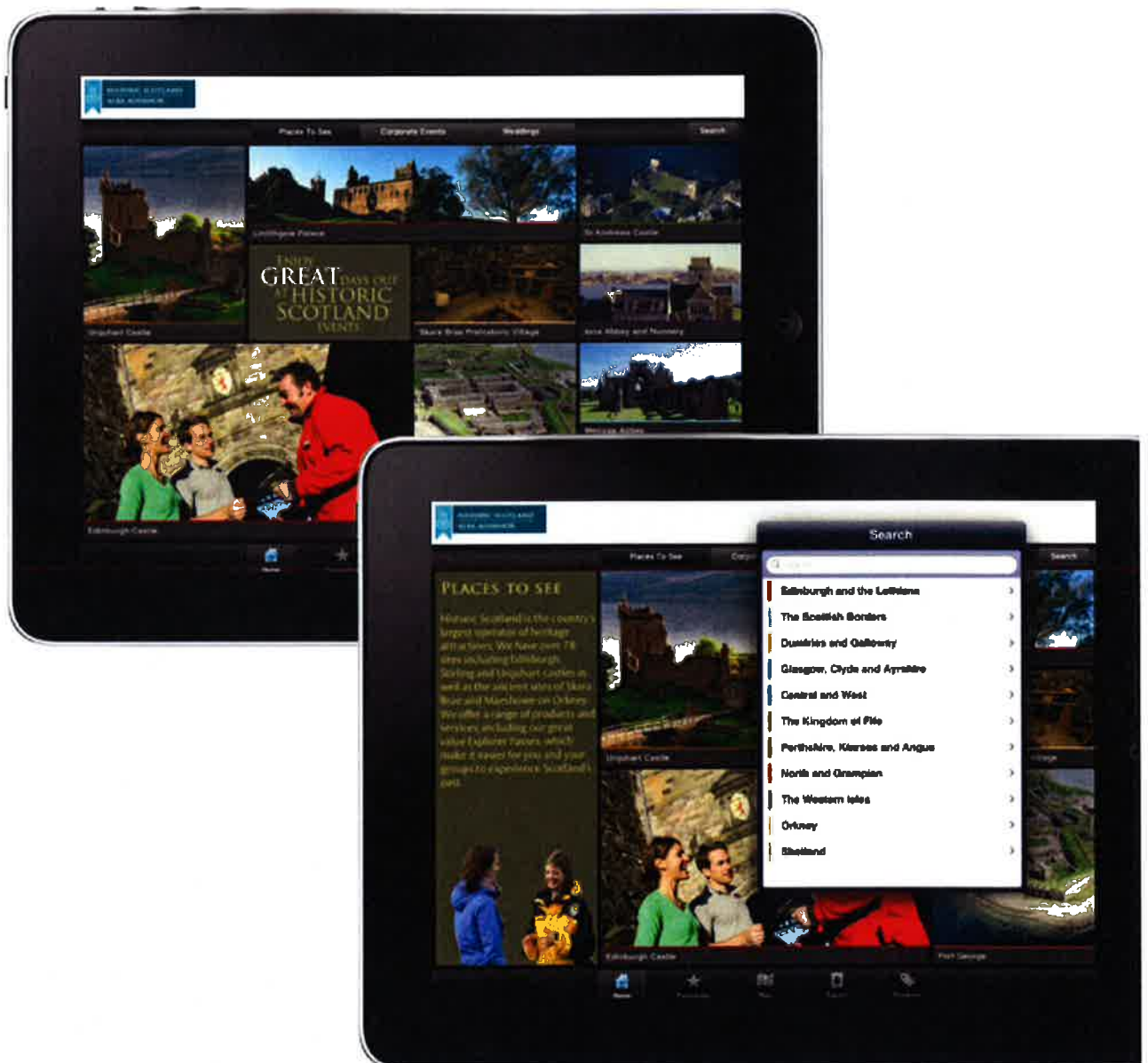


04. Outline of design solution (continued)

Facilitating browsing

Scotland is beautiful. And each Historic Scotland site tells a story of intrigue and drama in its own right. So the buyer's journey begins with inspiration. Seeing a site in all its beauty gives a reason to seek out further information.

The app facilitates this journey through a wall of history in the form of sites, all placed in a stunning slideable format. This enables browsing, just as one might leaf through a brochure.



04. Outline of design solution (continued)

A concise takeaway

We needed to cut across potential language barriers by using visual content supported by punchy bullet point copy presented in a consistent and professional way.

Each site is clickable, revealing a site attraction page with video, photography, facilities information – everything needed to spur interest. An interactive map allows tourism operators to gauge the site location in relation to major cities, airports and other sites.

Once an itinerary list has been created, a bespoke PDF brochure can be generated. This PDF is reordered in the app with a cover page and T&Cs added. All sales materials compiled – there and then. This PDF is emailable in a matter of minutes.

This was revolutionary for the client. A business process turnaround of what had previously been several weeks, had been compressed into 10 minutes.



04. Outline of design solution (continued)

At its heart, it seems simple. However, it has made **a real impression** on the travel trade.

A commercial opportunity

One of the overall objectives of the app was to enhance the opportunity to sell directly which would lead to an impact on visitor numbers. We need to take advantage of this commercial potential of the app.

We brought Historic Scotland products together in one place on the app, allowing sales staff to add appropriate product information to the PDFs produced. This enabled sales and marketing information to sit side by side – commercialising each and every meeting opportunity.

7 DAY EXPLORER PASS (ADULT)

Visiting:

Edinburgh Castle	£16.00
Jedburgh Abbey	£5.50
Stirling Castle	£14.00
Linlithgow Palace	£5.50
St Andrews Castle	£5.50
Urquhart Castle	£7.90
Dallas Dhu Distillery	£5.50

Total cost	£59.90
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7 Day Explorer Pass	£38.00
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Saving	£21.90
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A competitive advantage

We wanted to use the app as an opportunity to set Historic Scotland apart from the competition and make it clear who they are, what they represent and what they can offer.

The Historic Scotland stand took a prime position at VisitScotland Expo! Designed around the app design, and sporting a huge widescreen TV, the stand demanded attention. The application took advantage of Apple Airplay to project the interface on the screen.

(447 words)

The app is an opportunity to set Historic Scotland apart from the competition as seen here at VisitScotland Expo.



05. Summary of results

We met the core objective which was to **enhance the opportunity to sell directly.**

“Have you ever tried lugging suitcases of brochures to Russia? They’re heavy!”

Graeme Bowie,
Sales Manager,
Historic Scotland

Softer measures, perhaps, but no less important to Historic Scotland are as follows:

Business efficiency:

- The app delivers in one beautiful presenter what it took a large number of brochures, documents and maps to communicate before. “Have you ever tried lugging suitcases of brochures to Russia? They’re heavy!”
Graeme Bowie, Sales Manager, Historic Scotland.
- In the past, by the time a trip had finished, contacts identified, brochures gathered, maps, terms and conditions, commercial information etc, it would take several weeks. The app reduces this inefficiency to around 10 minutes!

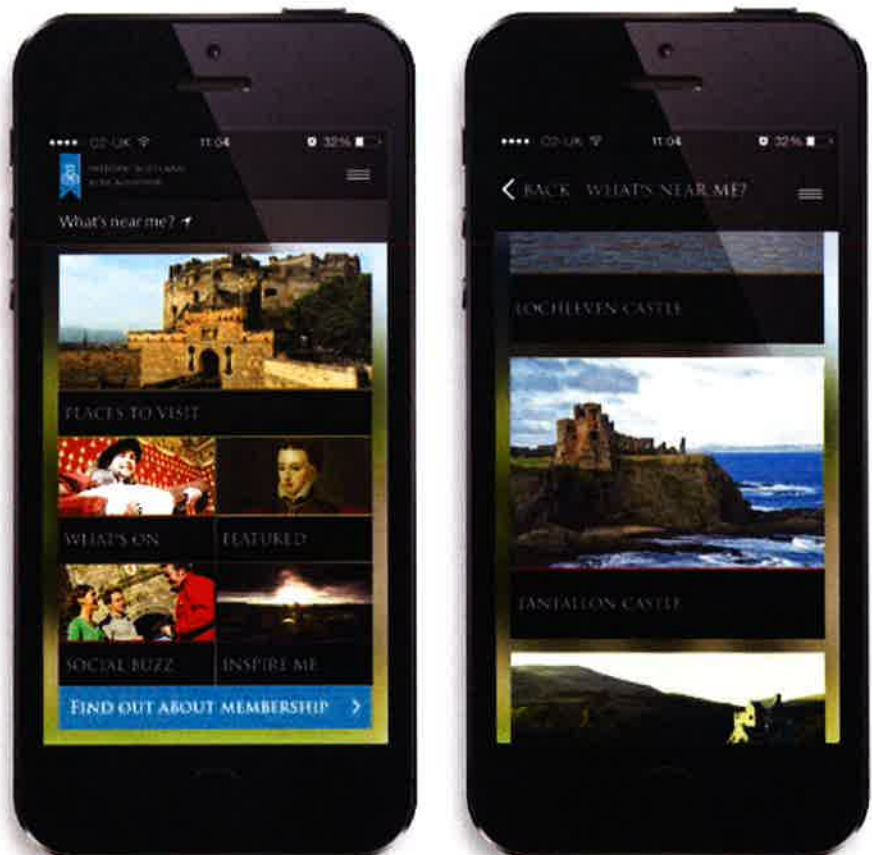
Appreciation/peer group recognition:

- “The app has been openly noticed and appreciated by the industry. Many industry partners have been asking who produced the app and asking what it does. We’re obviously hesitant to give away our secrets!”
Lisa Robshaw, Marketing Manager – Historic Scotland
enthuses about the app.

Development to consumer audiences:

- The sales app content has been re-purposed into an information sharing consumer app for mobile devices which is now available for download. The target number of downloads for the consumer app is 12,000 by May 2015 with an anticipated increase in associated visitor numbers. Current downloads in the first three weeks are 2,000.

The new Consumer app allows the public to access information on Historic Scotland sites nearby.



05. Summary of results (continued)

Objectives achieved:

- | | |
|--|---|
| 1. Provide a more engaging elevator pitch for sales staff at events | ✓ |
| 2. Set Historic Scotland apart from the competition and make it clearer who Historic Scotland are, what they represent and what they can offer | ✓ |
| 3. Increase visitor numbers | ✓ |
| 4. Allow a more professional and modern delivery using an iPad as a quick and easy tool for browsing, engaging potential clients more and bringing the presentation and discussion to life | ✓ |
| 5. Simplify and tailor content for a range of audiences | ✓ |
| 6. Provide a platform with quick, easy access | ✓ |
| 7. Present a slick appearance | ✓ |
| 8. Cut back on time, paper work, costly hand outs and memory sticks | ✓ |
| 9. Provide recipients with a concise take away | ✓ |
| 10. Data capture of travel trade contacts | ✓ |
| 11. Cut across languages by using visually appealing tool with bullet point content (this would facilitate easy translation at a later stage) | ✓ |

06. Other influencing factors

Although the increase in sales to the travel trade in the past year cannot be directly attributed to the app alone, it has certainly played a role in improving business efficiencies for the Sales Team, which have in turn led to increased sales.

07. Research resources

1. Deloitte independent tourism report 2010 via VisitScotland.
2. Expo research from VisitScotland.
3. All other results information provided by Historic Scotland.

