Empowering vacation owners with a better digital experience

Bluegreen Vacations reduces call-center costs, increases revenue through seamless online self-service with Sitecore


You can find them all and more through Bluegreen Vacations Corp., a publicly traded vacation ownership company that sells timeshares and manages resorts in top leisure and urban destinations. The Bluegreen Vacation Club is a flexible, points-based, deeded vacation ownership plan with approximately 216,000 owners, 69 Club and Club Associate Resorts and access to more than 11,000 other hotels and resorts through partnerships and exchange networks.

The Challenge

Bluegreen customers enjoy distinctive vacations, not cookie-cutter sameness. Therefore, the company wanted to provide personalized customer interactions across marketing and sales channels. Bluegreen also sought to increase operational efficiencies.

Almost 98% of its mini-vacation bookings and confirmations were completed via telephone, which translated into excessive call-center costs. Bluegreen set out to migrate these processes to cost-efficient digital channels by delivering an improved, seamless customer experience.

“How do I personalize the experience for the consumer? When they log in, can they not only take care of the transactional elements easily, but can they get personalized vacation recommendations? Can we serve up specialized content of interest to them? Do we remember and leverage their prior relationship with us?” said Famous Rhodes, Executive Vice President and Chief Marketing Officer at Bluegreen Vacations. “We wanted to reach that next level of engagement with the consumer.”
Consumers hate rehashing what they did online to a call-center rep, and they hate not seeing a call-center engagement reflected in their digital experience. So, we’re blending them together. Sitecore gives us that power.

— Famous Rhodes, Executive Vice President and Chief Marketing Officer, Bluegreen Vacations Corp.

The Sitecore Solution

Rhodes brought his extensive Sitecore experience at other companies, such as AutoNation, to guide Bluegreen on its digital transformation journey.

“Sitecore is a flexible platform that has been proven in the market for many years,” he said. “A lot of Fortune 100 companies have switched to Sitecore. This has built up a massive knowledge base showing what Sitecore can do as an ecommerce platform and a content management platform.”

To assist with the project, Bluegreen engaged Sitecore partner Publicis Sapient, chosen both for its deep expertise and its ability to support Bluegreen’s transition to Agile development. Publicis Sapient assisted with Bluegreen’s implementations of Sitecore XP, XC, and FXM, along with multiple third-party integrations to create a seamless end-to-end customer experience encompassing personalized communications and easy self-service booking.

“With Sitecore, we take the next step of personalizing the consumer experience,” Rhodes said. “When they log in, they can do the transactional elements, but they can also now get vacation recommendations. We can serve up specialized content, for example if they’re a foodie. And we can better handle null searches if we don’t have a booking available. We hadn’t been able to do any of that in the prior platforms.”

Unlike the call center’s limited hours, digital resources are available around the clock. What’s more, Sitecore connects the customer journey from session to session, across mobile and desktop devices, and across online and call-center channels.

“We’re very much a believer in letting you start where you left off, which is unique in our industry,” Rhodes said. “Sitecore empowers that.”

Bluegreen marketing teams, meanwhile, can roll out digital content changes without having to go through the IT department.

Success Snapshot

• Personalize communications to increase bookings
• Increase revenue through targeted selling
• Migrate booking transactions to self-service digital channel
• Reduce call-center costs
• Increase customer satisfaction
• Sitecore® Experience Platform™ (XP v8.2.5)
  • Sitecore Experience Analytics
  • Sitecore Personalization
  • Sitecore IP Geolocation
• Sitecore® Experience Commerce™ (XC v8.2.1)
• Sitecore® Federated Experience Manager (FXM)
Case Study • Bluegreen Vacations

The Outcome

Today, more than 75% of Bluegreen owners are choosing to book their vacation ownership reservations online.

“Many of our peers are no better than 50/50,” Rhodes notes. “Since launching our package self-service website on Sitecore, we now book 30% of mini-vacation packages online, up from 2% on legacy websites. We project this adoption rate to reach 75%-80%.”

Reducing the traffic volume to call centers, Bluegreen anticipates saving $3 million a year in operations and other costs. Those inquiries that do go to the call center are better qualified and more productive, as agents can leverage an up-to-date, 360º view of the customer relationship.

“Our center associates are more efficient, and we better leverage them for revenue-generating opportunities,” Rhodes said. “Now, instead of their time being spent on booking and recommendations, it’s more around upgrades and upsells.”

Between its improved online and call-center channels, Bluegreen projects $10 million in revenue increases related to upsells, additional nights booked, resort stays, and improved activation rates.

“Sitecore enables us to better engage the consumer, give them a more personalized and relevant experience – while simultaneously reducing costs,” Rhodes said. “Now, online and call-center interactions align with the same content. That was a huge gap for us in the past. Closing the loop drives sales and creates a happier customer.”

To learn more visit sitecore.com

Publicis Sapient uses the disruptive power of technology, a startup mindset, and agile methods to help clients unlock value in ways that delight their customers and improve operational effectiveness. In the space between next and now is how. Publicis Sapient believes that how you seize that space is everything.

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Integrations

• Microsoft Active Directory
• Salesforce Live Agent
• Salesforce Service Cloud
• Coveo Cloud