



## Enterprise Digital Transformation for Customer Service

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### Case Overview

Drury is a large regional hospitality provider with over 150 hotels in 25 states. Based in St. Louis, MO, the Drury Hotel Brand has been family owned for over 40 years. Their single goal has been *"to provide our guests with clean rooms, friendly service and honest value"*.

Innovation has overtaken the hospitality industry, where user experience and loyalty have become critical for attracting and keeping customers. Oakwood partnered with Drury to architect and deliver a fully functional mobile solution over a 3-month timeframe.

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### Business Challenges

Drury needed to make a meaningful change to the way users engage. They needed a responsive website solution designed to allow increased flexibility for mobile users to make and modify reservations, engage through high-touch means with improved application flow. They also wanted to deliver the user high-quality images and tailored opportunities while connecting to loyalty programs. All of this needed to be addressed while keeping support costs down.

- Aging technology limited growth, scale, & efficiency

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### Solution

Drury partnered with Oakwood to determine a solution that would retain customer loyalty through innovation. The solution needed to leverage existing infrastructure and be easily maintainable by in-house staff. Oakwood's solution leveraged technology that allowed the

creation of a single platform that creates native code for Android and Apple's iOS. Developers can then develop in a single language, yet create solutions that take advantage of the unique OS platforms. Oakwood worked with Drury to create an exceptional end user experience that allows user to easily check availability, make reservations, manage experience and become members of the customer loyalty program. Within the first 6 months the customer reported over \$500,000 in sales resulting directly from the mobile application solution Oakwood partnered with them to create.

- Needs Analysis
- Architecture
- Umbraco CMS Upgrade
- Consolidated Mobile Platform
- C#, .Net, Custom API
- Agile Methodology Introduction

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## Next Steps

Let us tackle your biggest challenges. Reach out to Oakwood and let's discuss your business objectives and technology needs. Please review a few of our business success case studies [here](#).

## About Oakwood

Since 1981, Oakwood has been helping companies of all sizes, across all industries, solve their business problems. We bring world-class consultants to architect, design and deploy technology solutions to move your company forward. Our proven approach guarantees better business outcomes. With flexible engagement options, your project is delivered on-time and on budget. 11,000 satisfied clients can't be wrong. Let's have a discussion to learn more about your business needs and goals.

**We'd love to hear from you. Send us a message below.**

Name \*

Email \*

Message \*

Message

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