



www.bournecoast.co.uk

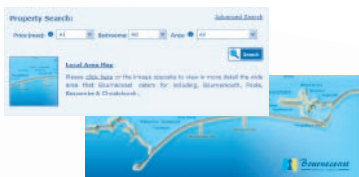


objectives

- reflect new branding and company services through the website
- make online sales a key part of the business through a new website
- drive more target audience traffic to the website
- create efficiencies by letting in off-peak periods and reducing administration
- reduce cost of marketing through offline brochures

results

- 56% increase in annual customers since the website launch in 2001
- 72% of bookings from online in 2006
- 73% increase off peak bookings
- Offline brochure spend reduced by growing email list of 1000s
- Significant business growth without adding employees, and one employee's administrative effort re-directed to sales activity due to new efficiencies



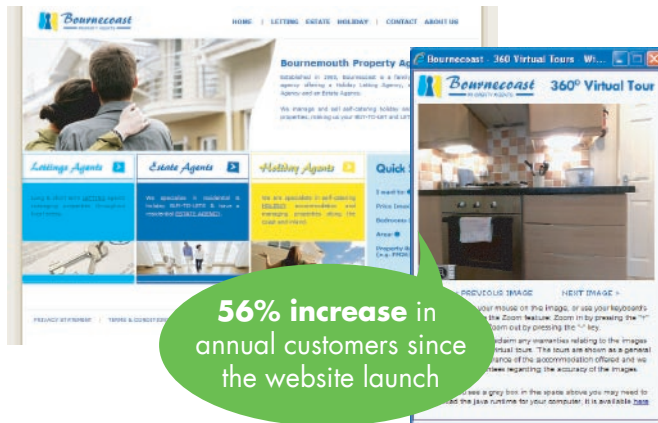
Bournecoast

Bournecoast has been family run for over 40 years, and provides a full set of property services spanning short term holiday lets, long term lets and estate agency.

Appius conducted a user-centred design process to ensure that the different audience groups were profiled and the site met all of their goals while clearly explaining all of the different services offered by the company.

The website is supplemented with Appius eMarketing services providing increased volumes of traffic from potential holiday makers. Appius Email Marketing allows Bournecoast to maintain brand awareness in advance of key booking periods and fill empty holiday flats at short notice using special offers.

The website is content managed website which includes powerful search and booking functionality, 360-degree virtual property tours and integrated special offers. The website and offline booking systems are synchronised using a blend of database and automated processes software. This integration of website and offline booking system ensures that customers are given the most up-to-date availability information and avoiding any customer services issues.



"Bournecoast continues to have a professional, long term relationship with Appius. They provide us with value for money and dedicated care and support channels to ensure the efficiency of the website which is now a core part of our business. Although we were initially skeptical, always having to be careful as a smaller business in such a competitive market, we have now been given the confidence to reinvest into the website on a regular basis. We are currently planning our next website development campaign with Appius."

Des Simmons, Managing Director Bournecoast Holidays

