

Business Case

Wantudu Touch Solution

Methodology

The Product Test for the Wantudu touch solution was done by interviewing a sample of 200 tourists using a structured questionnaire. The sample was established randomly with shares according to nationality.

The work been done in compliance with the specifications included in the UNE-ISO 2052 standard for "market, social and opinion research".

The results of the Product Test measure the assessment of the information services provided to hotel guests and their impact on the recommendations offered by the Touch Solution in terms of the services visited and bought.

Results

With a +/-5% sample error for a 95.5% confidence level, Edei Consultores has been able to obtain relevant and direct information that represents the users of Wantudu touch screens in terms of their experience and degree of satisfaction with the use of the proposed technology, the information and recommendations received, and the subsequent decision making process.

Usage level of the touch solution

69% of users made use of the solution two to five times during their stay.

93% of users made use of the solution more than once.

Assessment of the solution

95% of customers understand it easily and rate it as a better service.

98% of customers consider the Touch Solution to be an element of better service in the hotel.

The touch solution's influence on the intent to visit and buy

42% of users intend to visit the recommended services.

34% of users intend to buy from the services after using the solution.

Incentive to visit and buy

37% of users have visited a location recommended by the Touch Solution.

25 % of users have made purchases recommended by the Touch Solution.

