

NAVIS Case Study: **Spectrum Resorts**

How NAVIS helped Spectrum Resorts recover \$600K in incremental revenue with one email and no new staff – in only three months.



Spectrum Resorts

Profile

- » 360 luxury rentals
 - » 300 team members
 - » \$18 million in rental revenue
-

\$613K

Recaptured revenue from SCA email campaigns

60+%

Average open rate across campaign emails

\$1,583

Revenue per email sent

90-95%

Occupancy rate, despite travel market challenges

Services Provided

Website lead capture, marketing automation, and reservation sales outreach with Shopping Cart Abandonment and LifeCycle email solutions.

The Resort

Spectrum Resorts is the premier rental management company along the Alabama Gulf Coast, providing over 500 luxury rentals at both [The Beach Club](#) in Gulf Shores and [Turquoise Place](#) in Orange Beach, Alabama.

With The Beach Club ranked as a Top 10 Family Beach Resorts, and an unsurpassed mix of five-star service and condominium comforts at Turquoise Place, Spectrum Resorts has one goal: create the ultimate vacation experience.



The Challenges

Ease traveler worries and recover abandoned website leads – without burying an understaffed call center.

For all of the issues surrounding the Covid-19 pandemic, one in particular took Ashlee Lowry, Director of Marketing at Spectrum Resorts, by surprise.

“After the initial slowdown, we were swamped by calls and messages,” shared Ashlee. **“Everyday, we woke up to 500 or 600 voicemails, and hundreds more messages on our social media channels.”**

Prospects were anxious to travel, but hesitant to book. Questions on cleanliness, refund policies, and available amenities persisted. Staffing shortages had Spectrum reeling; there were hot leads that needed some reassurance, but no way to quickly respond.

“Of course, we wanted to bring staff back. We had 100 open positions we were trying to fill.” But even fully staffed the resort wasn’t equipped for the surge of interest. “On average, we receive ten to fifteen social media messages per day,” remarked Ashlee. There was no plan for a 1,000% jump in inquiries.

This presented a unique challenge: how to prioritize call backs, address concerns, and convert overwhelming interest with a small team of call center agents and marketers.

“Many of the calls and messages were from prospects who went to our website, chose dates and room type, and then exited the booking engine. They just weren’t confident.”

Despite the team’s best effort, these messages drowned in the sea of inquiries. **“There’s no playbook for prioritizing who to call back when hundreds of messages arrive each day,”** she admits.

NAVIS Spectrum Resorts

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— Ashlee Lowry, Dir. of Marketing
Spectrum Resorts



The Solution

Capture guest contacts from abandoned bookings and automate email follow-up. No more waiting for call center call-backs.

Spectrum Resorts didn't want to lose interested visitors, but they couldn't wait for agents to work through expanding call-back lists. They decided to answer prospects' questions head-on.

"We used [Shopping Cart Abandonment \(SCA\)](#) to reach guests who were on the fence about booking. When a prospect enters their information and then exits the booking engine, an email is triggered that addresses common booking fears."

NAVIS helped Spectrum Resorts design a simple, to-the-point email to ease traveler worries. Email sends are automated using NAVIS's [LifeCycle Email](#) tool. "We shared our cleaning and cancellation policies, and highlighted available amenities, while inviting them back to book."

"The NAVIS team did all of the work. I told them what I wanted the message to say and they did the rest. With a free trial, there's nothing to lose."

Concerns about introducing a new technology, process, and expense during a chaotic season were quickly dismissed.

"The SCA setup process was very low maintenance," offered Ashlee. "After a quick, explanatory call I signed up. Two-weeks later we were capturing leads and recapturing bookings."

The Result

One email and \$600,000 in recaptured revenue—in just three months.

Ashlee admits not being 100% sure what to expect. Then, the revenues hit. “That first \$5,000 was an ‘aha’ moment.” A few days later, they had \$11,000, and the bookings poured in.

“We generated over \$600,000 in three months with one email to abandoned leads,” said Ashlee. Her team sees nearly 70% open rates on emails and converts these direct bookings without additional staffing.

The time savings is significant, too. “Each week we’re saving hours of work from manually pulling reports and crafting emails.”

Today, Spectrum Resorts operates at 99% occupancy. Ashlee plans to keep the Shopping Cart Abandonment tool running, but will expand her email nurturing strategies with additional automated LifeCycle and Engage email solutions. “There’s other low-hanging fruit in our business, and I’m ready to find it.”

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“This made me look like a rockstar. I love reporting our revenue recapture rate to our team. Even our CEO is excited.”

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