

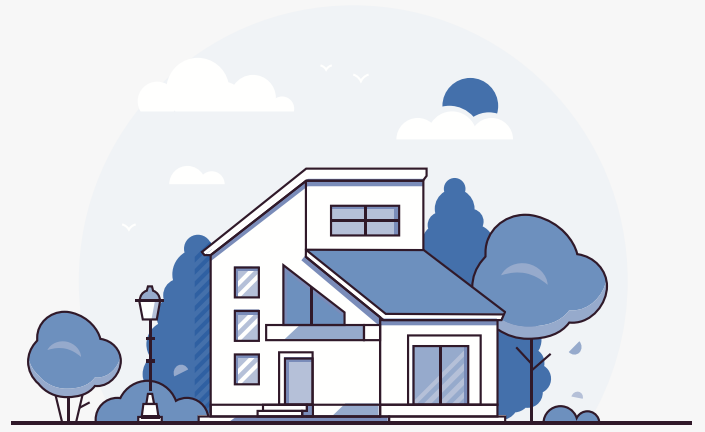


# Sykes Product Showcase H1 2022





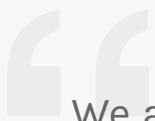
## Sykes Product Showcase 2022



Here at Sykes Holiday Cottages, we have a mission: to create lasting holiday memories with a positive social and environmental impact.

We know how important technology is to achieve that mission, and our underlying aim is to give both our customers and property owners the best possible experience when interacting with us. We're constantly innovating and developing our products to make them easier to use, and we're proud to share 100 of the improvements we've made over the past few months to all our digital products.

For our customers, we have been adapting to new consumer behaviour, as travel begins to re-open and holiday habits continue change. Customers are now booking more last-minute holidays and becoming more flexible as a result, with the average holiday lead times dropping by 10%. For our property owners, we've created new tools to make it even easier to list a property and start their letting journey with Sykes. The pandemic has accelerated a new digital era, which we have fully embraced, allowing owners to list their properties digitally with no human interaction.



We are constantly innovating our digital product and technology to meet the needs of both our customers and owners.

**Matt Prescott - Director of Product**



## **Customers**

### **Imminent bookings**

Fully automated request system for customers wanting to book super last-minute

### **Accessibility**

Refreshed website elements to make our website and booking experience more accessible

### **Flexibility**

New ways of searching across multiple dates to give customers the freedom to find their perfect holidays

## **Owners**

### **Owner Portal**

A full rebuild of our owner portal with a refreshed look and feel to make it easier to use and manage your property

### **Digitally onboard**

Full digital solution to list your property with us

### **Income calculator**

Easily calculate the estimated income of a new property before you list

## **For our customers**

### **1. Flexible dates**

Increased flexibility to help you search from a broader range of dates.

### **3. Flexible calendars**

Customers can now select dates across all instances of the property page calendar.

### **2. Imminent bookings**

We've made last-minute bookings easier and quicker via an automated request system.

### **4. Supporting families**

Making it easier for customers with young children to request infant essentials at their property.

## 5. Faster searches

We've improved the efficiency of our search to find you properties faster.

## 7. Online balance payments

Support for customers making partial payments online.

## 9. Book with confidence

Need to cancel because of COVID-19?  
Our insurance add-on has you covered.

## 6. Customer accounts

Clearer and easier login for our customers, for a better user experience.

## 8. Low deposits

Customers can make a property booking for as little as £50 (during certain promotions).

## 10. Easier payments

Greater awareness of payment options for customers within checkout.

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## 11. Simpler language

We've updated the checkout process with more natural language making it easier to understand.

## 12. Simplified checkout

We've simplified the checkout process by removing some less-used elements.

## 13. Insurance

We've made it easier to understand and add cover to your holiday.

## 14. Accessibility improvements

Changed the un-ordered list to an ordered list on the main menu to help those using screen readers.

## 15. Improved feedback

Our new feedback form makes it easier than ever to tell us, and the property owner, about your stay.

## 16. Inclusive design

We're constantly updating our products to make them accessible for everyone.

## 17. Upfront reviews

See how other customers enjoyed their time in each property.

## 19. Enhanced map icons

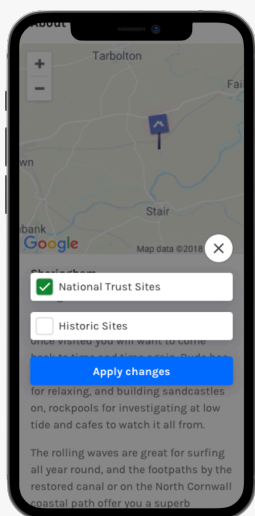
Find properties and nearby activities with ease with our redesigned map icons.

## 21. Price refinements

Our redesigned price refinements make it easier to find a property that fits your budget.

## 23. Trustpilot Ratings

New property ratings added for peace of mind when booking.



## 25. Finding activities

Our updated maps include nearby activities so that you're never short of things to do.

## 18. Faster navigation

Find your way to the areas that matter most with our mobile's app-style navigation.

## 20. Redesigned favourites

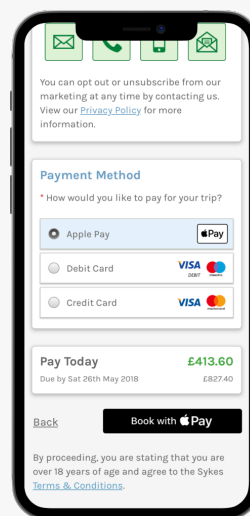
Shortlist your favourite properties to share and compare later.

## 22. Better imagery

We know that the look of a property is important, so we've put property imagery front and centre.

## 24. Marketing preferences

We've improved how we collect customers marketing preferences.



## 26. Apple Pay

Pay in seconds with Apple Pay.

## **27. Property recommendations**

Find similar properties based on your current selection.

## **29. Saving properties**

Driving consistency and improved customer experience by aligning the save icon and name across the website.

## **31. Tab redesign**

Merged 'Contacts' and 'Account' tabs into one to better organise the Help Centre in the app.

## **33. Cancel a booking**

Straightforward booking cancellations now available in our app.

## **35. Amend party size**

More of you going? Less? Change your party details quickly in our app.

## **37. Near shop/pub**

Experiment to increase visibility of the near shop/pub filters for easier access.

## **28. Search form improvement**

Enables customers to find holidays suitable for families, through children and adult filters.

## **30. Search preferences**

Reduce laborious form filling by setting your search preferences, which are automatically applied to your searches.

## **32. App FAQs**

Added App FAQs to inform our customers on where to find information and where to go for help on the app.

## **34. Change dates**

Easily amend your booking dates on our app if the unexpected happens and you need to move your holiday.

## **36. Customer ratings**

Brought new customer ratings from web to the app, to assist our customers when browsing and comparing properties.

## **38. Home screen redesign**

Improvements to the app home screen to bring a contemporary and fresh look.

## 39. Calendar improvements

Changes to calendar design and functionality, based on user research.

## 41. Simple login

Log into your account with just your email address.

## 43. Mobile-friendly maps

Our maps are now much more mobile-friendly, so you can search on the move.

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## 45. Tone of voice

We're constantly reviewing how we communicate, and the language in our products are no exception.

## 47. Live Chat

We've improved the quality and availability of our live chat services to provide better customer service and

## 49. 30% deposits

Book your holiday for less, with our 30% deposits which are now easier to find.

## 40. Feature highlight

Present new functionality to customers to let them know about big features.

## 42. Short break flexibility

We've created new short break products to deliver more flexible pricing.

## 44. This is your time

Promoting Sykes' major marketing campaigns on-site.

## 46. Clear prices

Nobody wants confusing pricing, so we've broken ours down to make it clearer.

## 48. Mobile-friendly photos

We've reduced the size of our property images to get faster access to our properties and save your data.

## 50. Viewing maps

Some people like lists; others like maps. We've simplified how customers find our maps to give everyone options.

## **51. More activities**

We're continually adding new activities for you to filter by.

## **53. Checking in and out**

Each property's check-in and checkout times are now available throughout your search.

## **55. Location recommendations**

Find similar locations based on your current selection.

## **57. Share your favourites**

Easier ways to share your favourites with friends and family.

## **59. Our family of brands**

Find more properties from our family of brands on the Sykes site.

## **61. COVID-19 support**

Our "Book with Confidence" pages provided support and reassurance to our customers during COVID-19.

## **63. Bigger buttons**

More accessible buttons to make moving around easier.

## **52. Up-front features**

Each property's key features are now much more visible so you can find the right combination for you.

## **54. Be inspired**

Find new areas to explore with our holiday inspiration pages, now accessible from any page.

## **56. Redesigned favourites**

Find suggestions if your favourites lists are empty.

## **58. Google Pay**

Pay in seconds with Google Pay.

## **60. Property summaries**

Property summaries are now clearer and easier to find.

## **62. Page speeds**

We've optimised our web pages for mobile so you can access our site more easily on the move.

## **64. Map view improvements**

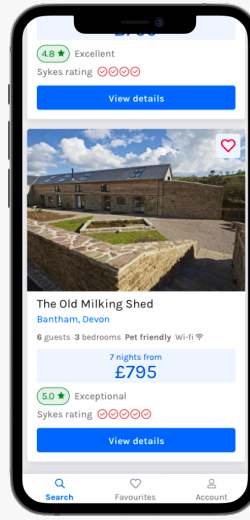
Maps are now easier to find and use on our app.





## 65. iOS Widgets

Added functionality to show recently viewed properties on iOS widgets.



## 66. Simpler ratings

Our 5-star ratings make it easier to compare properties.

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## For our owners

### 67. Online onboarding

Enable our onboarding owners to list their property online through of self serving onboarding tool.

### 69. Changing booking dates

An automated process that allows property owners to accept or decline requests for date changes.

### 71. Worth the investment

Reviews show what our customers think about our holiday homes for sale.

### 68. Customer feedback response

Owners' responses to customer feedback are displayed on property pages to assist other customers when booking a holiday.

### 70. Managed Services

A dedicated page to educate and inform users about Sykes's Managed Services offering.

### 72. Regional research

We've implemented expert analysis on every region across the country to understand the pricing for your area.

## **73. Contract support**

If you have any questions about your contract, you can talk to an advisor.

## **75. Enquiry form**

Our enquiry form is now more user-friendly, making it easier for owners to start their journey with us.

## **77. Onboarding assistance**

Throughout the property onboarding process, there is a number available for you to contact us if required.

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## **79. Improved header**

Making the header clear puts more emphasis on the background image and enquiry form.

## **81. Owner communications**

Our owners can control the way they receive communication by selecting their channel preference.

## **74. Thinking of buying**

Those who do not own a rental property can visit our content hub, displaying information to support you in your journey.

## **76. Calculator placement**

The updated calculator placement makes it easier to estimate how much you could earn whilst letting with us.

## **78. Improved form validation**

It's now easier to make an enquiry with our improved form validation.

## **80. Mortgage letter promotion**

We've made it easier to find and access mortgage letters on our Thinking of Buying pages.

## **82. Income proposals**

We've updated our income proposal to reflect the growth of the short break market and potentially increase owner earnings.

### **83. Market enhanced pricing**

Income proposal for potential new owners that demonstrates pricing for current and future markets.

### **85. Future year projections**

Using data to accurately predict our owners' income for the next three years.

### **87. Buying a holiday let**

A content hub that includes holiday letting advice and guides about buying, financing, and running a holiday let.

### **84. Floating action button**

For our mobile users, we've made enquiring easier with a button that appears on the screen at all times.

### **86. Income maximisation options**

We've created a new income maximisation option to give our owners more flexibility on how we manage their prices.

### **88. Contact us**

Our new form makes it easier for our owners to contact us.

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### **89. Start your journey**

Whether via telephone call or online listing, we allow owners to start their journey whichever way suits best.

### **91. Information panel**

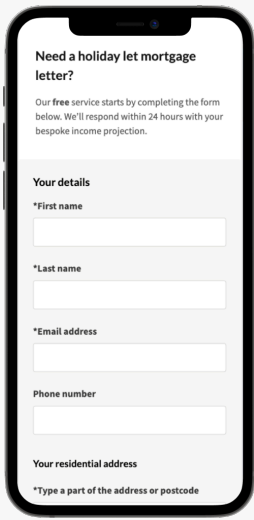
Easy to access information from your owner portal.

### **90. Download the owner pack**

Instant download available for our free holiday letting information packs.

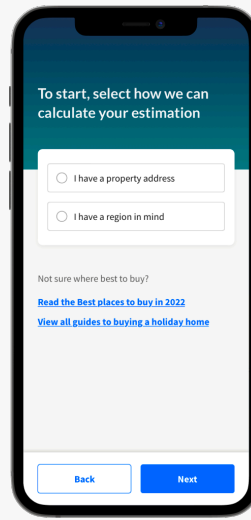
### **92. Owner Portal refresh**

We've refreshed the look and feel of the Owner Portal.



### 93. Mortgage letter request

Request a mortgage letter that can accompany a holiday letting mortgage application.



### 94. Earnings calculator

View your projected earnings with just a few details about your property.

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## General

### 95. Improved service

Our new features enable our contact centre to provide better case tracking and offer premium support.

### 97. Customer help centre

We've created support guides within the customer account to support customers at every stage of their holiday.

### 99. Web messaging

A customer messaging service that provides faster responses to customer queries.

### 96. Information pages

Our information page suite is continuously growing and offers a wide range of useful information.

### 98. Service routing

We've developed algorithms to intelligently route customer emails to appropriate contact channels.

### 100. Improved customer service

Raise concerns or queries while on holiday with a few simple clicks.