

BMI: COMPLETE ONLINE EXPERIENCE

BETTER FOR BUSINESS



bmi's brand refresh and site redesign resulted in a

20% increase in conversion of online ticket sales.



Best travel website 2009 & 2010 from **Travelmole**, the online industry bible.

"Prospect has made our site award-winning. We have decreased booking flow steps from 7 to 5. We could not have done it without the design expertise and drive that Prospect has brought to bmi."

Tamarah Khatib, Head of Online, bmi

"Dear bmi, I just wanted to say thank you. Never have I used such an easy website for travel. The improvement over the past year has been dramatic and I am certain that I will keep coming back. Thank you!"

bmi online customer feedback

Problem

bmi is London Heathrow's second largest carrier and has built a strong business with short and medium haul routes. In recent years, the airline has added a selection of long haul routes and is establishing itself as a leading choice for the business traveler. The challenge is to overcome historical perceptions, and move the bmi brand into position as a leading business airline with a global reach.

Solution

Prospect was engaged to completely refresh the digital brand story in all its aspects, from bookings to overall experience. The program began with an intelligent rework of the IA and the home page. Prospect's redesign of the booking flow to reduce the steps from 7 to 5 and the integration of ancillary products and trip extra's, resulted in a highly effective transactional experience. Every booking process evolution was user tested rigorously to ensure maximum usability, reduction in drop out rates and strong increase in conversions. A tie-in with Flickr gave the site a connection to user-generated content, an industry first. 21 videos were created that turned a static, printed sales brochure of the business class and lounge customer experience into a dynamic online story. Food videos were created in conjunction with a top London restaurant to highlight the new on-board service. Prospect also developed the backing music and bmi sound signature. The website design reflects bmi's new mantra "better for business" in both visual appeal and ease of use. Prospect's scheme for the simple navigation structure enables customers to quickly find the information most important to them. The booking, managing and check-in functions define a new paradigm for interaction on airline sites. A crucial factor to achieving this is to keep the pages uncluttered with self-tidying menus, developed to save on-screen space. The home page left hand dashboard widget provides instant access to key user tools. The experience is bold and spirited, emphasizing bmi's business value to its customers. In addition, the site clearly communicates bmi's route offer and reach, highlights its Star Alliance advantages and provides live flight and airport information.

Impact

Crucially, bmi's brand refresh and site redesign resulted in a 20% increase in conversions. Customers have praised the dramatic improvement in ease of use and the access to valuable content. The site was crowned as Best Website in 2009 and 2010 from Travelmole.

See it live
www.flybmi.com
 See casestudy online



BETTER FOR BUSINESS

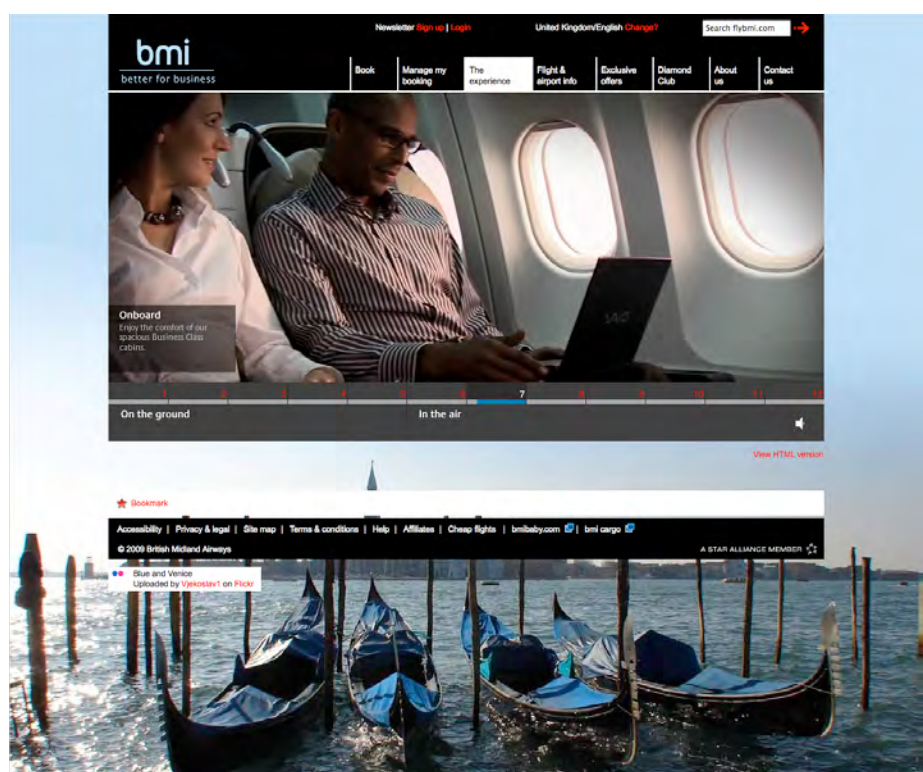
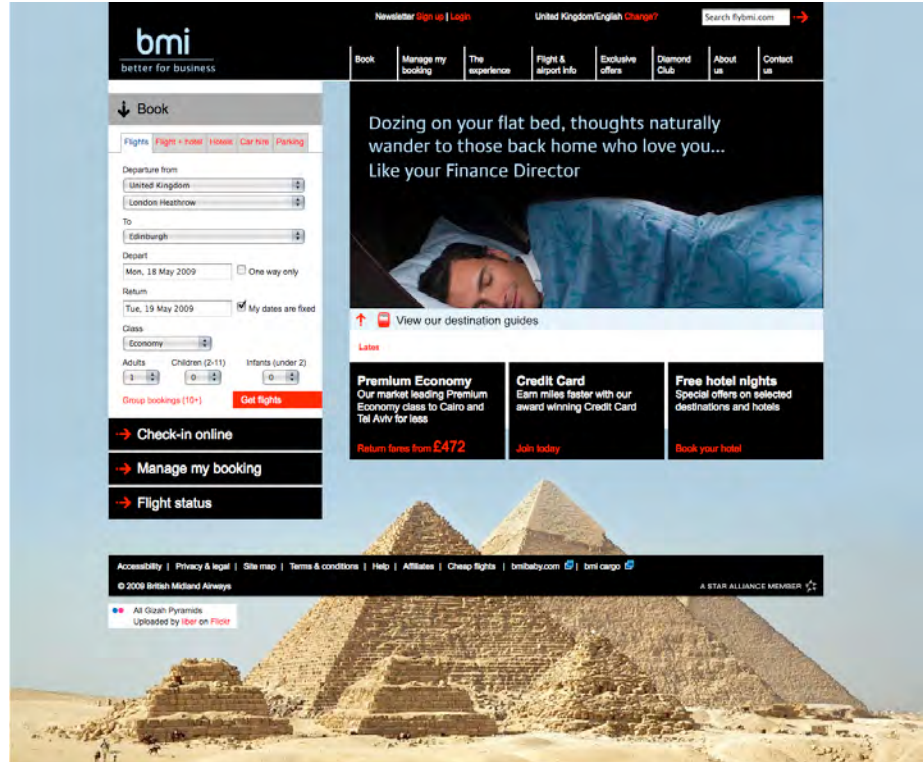
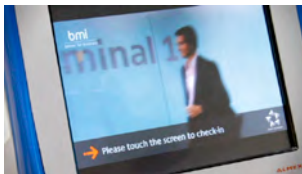
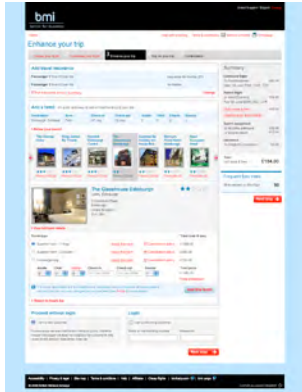
Bring "Better for Business" to life

Reduce the booking process from 7 to 5 steps

Increase conversion rates

Create video stories that articulate bmi's offer

Develop web 2.0 offer with Flickr tie-up





ANYTIME, ANYWHERE

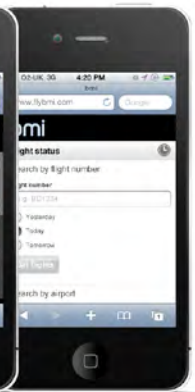
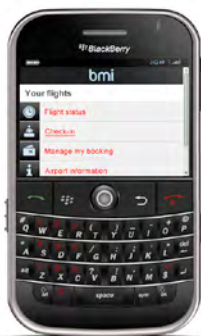
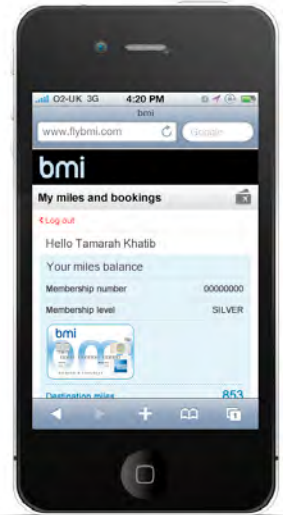
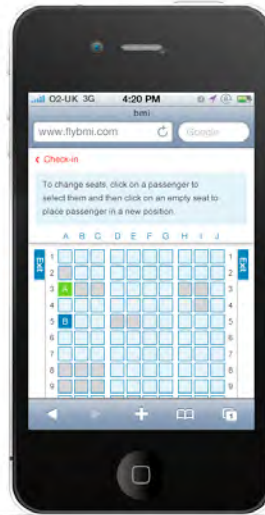
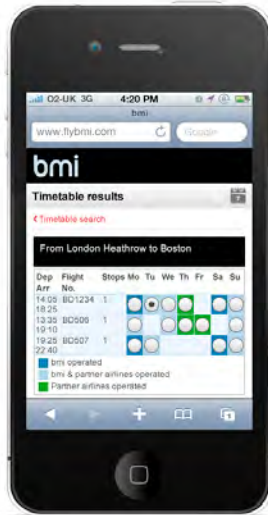
Customised mobile offer for seamless travel experience

Task orientated interface, optimised for mobile platform

Ticket booking & check-in online

Payment options for secure booking (paypal)

iPad customised experience concepts





BRAND GUARDIANSHIP

Comprehensive guidelines for online brand implementation

Asset management and distribution

Easy to understand "how to's"

Engagement of internal and external audiences

