

CASE STUDY REFUND PROTECT

Stayforlong

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Customer Feedback

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Stayforlong Overview

How would you describe Stayforlong, giving an overview?

Stayforlong are the first OTA specialised in long stays at hotels and accommodation. The longer the stay, the less the guest pays. Currently operating in 22 countries worldwide, Stayforlong are ranked #1 on Trustpilot for the Hotels category in Spain.

Why did you decide to implement Refund Protect?

As we are the connection between the guest and the hotel, in the past we had customers who booked on low cost, non-refundable rates who were unable to attend their bookings due to emergencies. Whilst Stayforlong tried to negotiate with hotels to provide a refund in these circumstances, it just wasn't possible. Being able to offer this protection through Refund Protect provides customers with peace of mind. We are very responsive to our customers and after completing a survey, we identified the most popular request was some form of protection for our non-refundable bookings.

The Covid-19 pandemic only made this optional protection for our customers even more of a priority.

Despite only being live for 4 weeks, how has Refund Protect impacted Stayforlong so far?

The additional revenue created through Refund Protect is a great benefit however our main focus with the solution is to increase the volume of low-cost, previously non-refundable bookings.

Due to Covid-19 our low-cost, non-refundable bookings had dropped drastically to make up just 1% of our sales. Integrating Refund Protect and providing the option to make these bookings refundable, resulted in an immediate increase to 5%.

As Refund Protect went live during the worldwide lockdown, how do you see the solution benefitting Stayforlong in the future?

We believe this protection will be crucial to our customers, especially with the uncertainty created by the pandemic.

How did you find the sales and integration process for Refund Protect?

This has been one of the easiest implementations of a new product we have ever done!

We completed the integration within less than two weeks and the whole process was extremely smooth. Everything was communicated clearly and we were able to gain the answers we needed very quickly for both commercial and technical questions. We always had a response within 12 hours on any emails which allowed us to get the solution in place so swiftly.