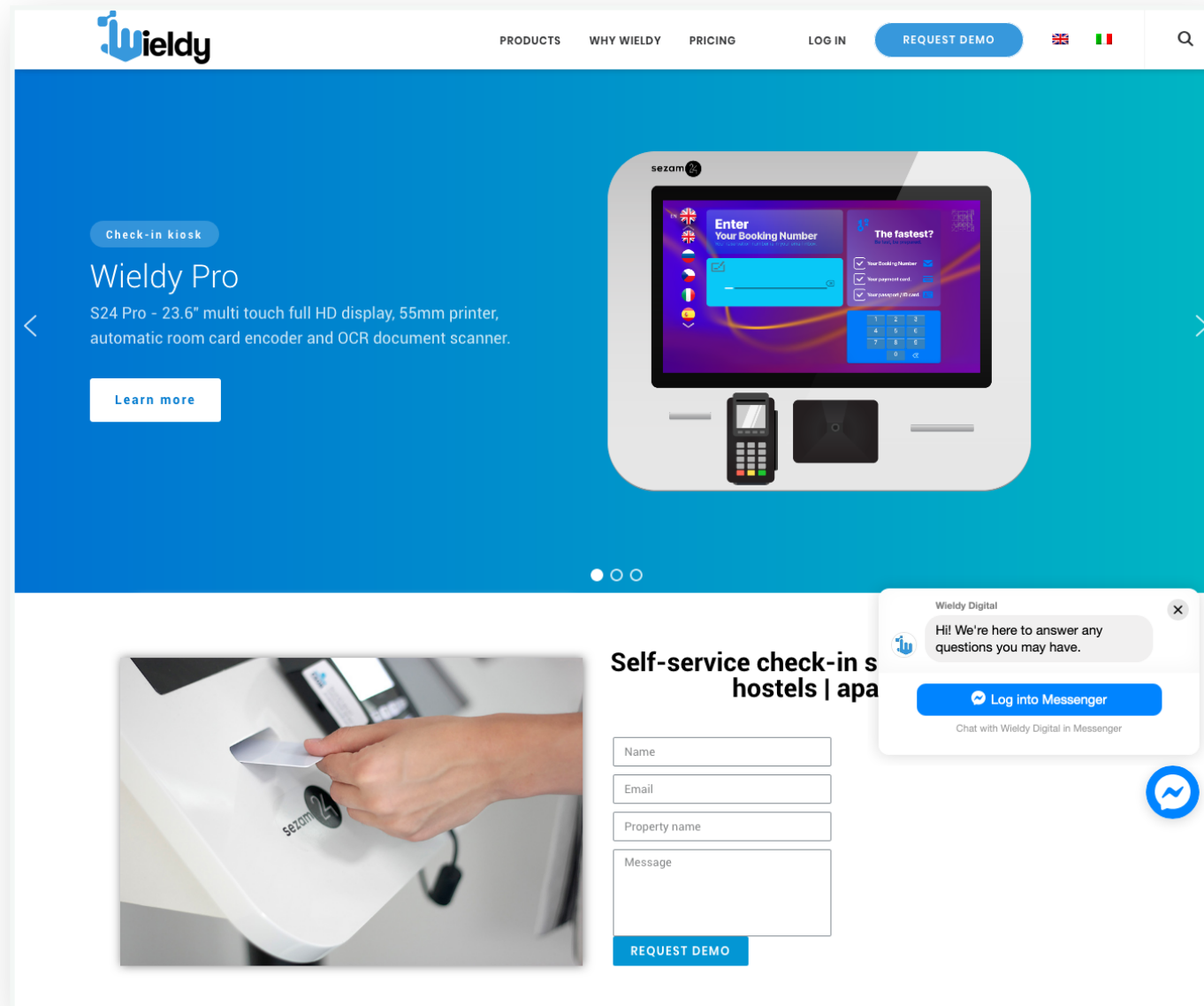


Wielder Case Study



How I helped PIVOT a business - to bounce back !

When Richard Oliver owner/founder of Wielder contacted me he had only 8 customers and Covid-19 had just hit the UK. He was serving the Tourism Industry - the most severely affected.

Read how I managed to get him back on his feet and pivot his business to succeed.

www.wieldy.co.uk

Key Takeaway

Mentoring helped Richard notice how he could integrate his new partner Sezam24 with his present business of an automated chatbot. This way he could sustain longer and have an option to go back to his chatbot software at any time.



“Eric’s advice around marketing, strategy, sales and vision has in particular been instrumental to us. He is always available and most professional in his approach.”

Richard Oliver

Founder , Wiely Digital, UK

[Read Linkedin Review](#)

Richard Oliver with TripAdvisor was responsible for integrating technology into customer service and marketing to improve the efficiency and effectiveness of TripAdvisor. Using his years of experience in the field of travel and expertise in technology, he founded Wiely – a chatbot that helped hotels automate customer services as well as increase the number of direct bookings.

Business Challenge

He had been building his company slowly for the past 2 years in UK and Ireland, when the COVID-19 situation arose. Richard’s business was hit hard. With no new customers and subscriptions, he saw his business declining from January to March 2020. This is when he realized that he had to pivot his business. He signed into a partnership with Sezam 24 – self serving hotel kiosks which would be ideal for contactless use in hotels.

With Sezam on board, Richard was unsure how to create a profitable business model with this partnership. With a number of other competitors in the field he needed a mentor to guide him and strategize the business and marketing plan.

My Role as a Mentor

Richard wanted a mentor that would enable him to not only pivot his business but also achieve his long term business goals. We started off our sessions by understanding Richard’s journey as an entrepreneur - his reasons for starting out and the goals he was aiming to achieve prior to covid-19. We planned a 5 step strategy ; 1] Getting Back on Track 2] Outwitting the Competition 3] A new Business Plan 4] Rebranding to Re-Market 5] Marketing & Advertising



On-screen Signature

The registration form and hotel policy must be signed by every guest. It is easy to read and sign on the kiosk touchscreen.



Room Keycard Programming

At the final stage, the check-in kiosk dispenses a pre-programmed room card valid for the guest's stay. Sezam24 is integrated with the hotel lock system, it programs accurately and dispenses room keys to every hotel guest.

Sezam24 hotel self-check-in kiosk



Cards at a time

When the number of cards reaches 10, the terminal emits a warning signal, and also in your admin panel you will receive a warning that you should replenish the storage.

Electricity

Just plug in

The kiosk is connected to electricity (220V) and the system is downloaded from the cloud storage, where all settings and connections are stored specifically for your hotel. No additional setup or software installation required.

Cable Internet

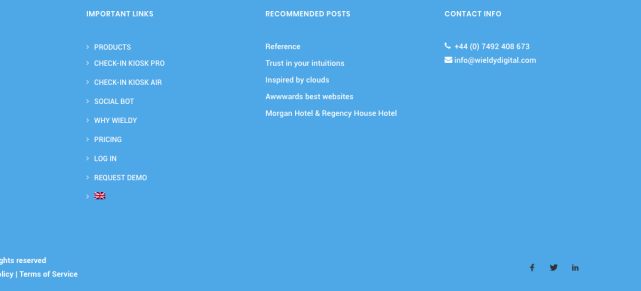
Stable connection is better to achieve with cable Internet

If the number of cards reaches 10, the terminal emits a warning signal, and also in your admin panel you will receive a warning that you should replenish the storage.

Up to the automation!

Bring your guests with a fully automated check-in system

MAKE AN ORDER



Short Term Plan

Getting back on Track

Our first aim was to get back to the market with our newly acquired partnership of Sezam 24. We decided to keep the team and management lean and focus on selling units to the present clients first. The next step was to create some buzz about the affiliation and push Sezam 24 kiosks to potential customers. For this we focused on;

1. Reaching the audience with PR activity - promote the company software in local publications and digital newspapers supplements/features.
2. Run digital ads and drive traffic to separate landing pages for different audiences.
3. Rebrand the product across various media platforms

Outwitting the Competition

Another challenge he faced was the already existing competition in the market. We decided to study the competition and design a unique selling proposition (USP). And the outcome was to white label our affiliate products - this allowed us better visibility with our own branding. Since Sezam comes in 8 different languages we also decided to exploit other covid hit markets and zeroed on Italy. We now have a partner there and plan to hire a customer service personnel who speaks Italian and service hotels that need contactless terminals.

Key Takeaway's

Integrating existing business with a new partner product and with mentoring learned to pivot successfully

I advised on allocating funds and resources diligently to capture existing clients and expand the market share in 2-3 years

Rebrand the product by white labeling the new kiosks and use this to gain more market share and awareness

Since the product is in 8 languages advised on how we could explore other European markets - Italy will be the first one

Mentor Advantages

With my business background helped understand the best way to pivot an existing business and succeed.

Design and creative skills allowed Richard to use my insights and help to create a Moodboard and rebrand the website and product. He did not have to hire an expensive studio or agency.

Having run digital ad teams in the past helped Richard build proper Landing pages with the right messages and create ads that led users to take advantage of the promos and offers.

Helped with the design of the business presentation to make it look slick, informative and complete - so that it can be used for investor pitches too.

Long Term Plan

Designing a Business Plan

Once the immediate crisis had been managed, we put together a long term business plan for the next 1 to 2 years - taking into consideration the present state of business, plans on pivoting and expanding the market share, the competition and the pricing models. We simultaneously discussed the business model to be followed in the first year, the expansion plans for the second year as well as the revenue model, marketing ideas and expenses Richard would incur.

Reworking on the Website & Re-branding

As Richard already had a website, we only had to rework on it to reflect the new partnership with Sezam 24. A mood-board was used to design the different elements of the website and marketing programs. The landing pages we were designing were focused on promoting packages based on the presence and market reach of his competitors. And the chatbot software was also now part of it.

Marketing and Advertising

With the existing Wielly database and the new database of users from Sezam we started the email campaign. With my design and marketing expertise, I gave him clear advice for the content and styling + designed the CTA for these emails. I was also able to help Richard gain immediate feedback for the digital campaigns, without hiring an external agency.

Where to Next?


Richard Oliver is currently running his company Wielyd successfully in partnership with Sezam. Turning the challenge into an opportunity, he has now designed products that will ensure safety of customers and hotel staff during the COVID-19 situation. **The mentoring program not only helped him overcome the immediate situation but also enabled him to use his foresight. Therefore, he has now prepared his company to provide services for post-viral tourism.**

Key Learnings


- A mentor can help you find answers to concerns regarding pivoting of your business
- You can obtain a detailed feedback on your present business and market from a mentor
- Mentoring will provide you marketing and creative support without hiring an agency
- Having a mentor will offer you the support and direction required while taking decisions that can have a lasting impact on your business and revenues
- A mentor can provide you inputs into research and news that contribute to the planning and strategizing of your long term business plans
- Regular meetings scheduled with your mentor is a platform where you can address specific issues
- Having a mentor means you can discuss and develop your ideas with a person who is an expert in the field

I can mentor you to revive your business successfully when faced with a challenge.

www.ericmentors.com

PRODUCTSWHY WIELDYPRICINGLOG INREGISTER

Check-in Kiosk Pro



3

SEC

Document recognition

An automatic document scanner that completes registration automatically.

5

SEC

Easy Payments

Contactless credit card payments that allow your guests to pay quickly and safely.

1.5

SEC

Dispensing and programming room card

When your guests check in, the kiosk automatically dispenses and programs a unique room card. You don't need to do anything.


1.5


SEC


Speedy printing of receipts


A high-speed graphical printer that provides guests with an instant receipt of their stay, including important information they need to know.


How it works



Finding the Booking Number


Payment Acceptance


Identity Verification



On-screen Signature


Room Keycard Program




Finding the Booking Number

Guests identify themselves by their OTA confirmation number, received by email, or by their PMS reservation number, so all reservations made online or by phone can be found by the Sezam24 kiosk.




Payment Acceptance

According to your PMS booking details, Sezam24 may ask guests to pre-pay their stay in the hotel. The payment document will be uploaded to PMS accurately after the payment is complete.




Identity Verification

Sezam24 recognizes a person's face and automatically fills in the form. This information will be uploaded to the PMS when the check-in is complete.



On-screen Signature

The registration form and hotel policy must be signed by every guest. It is easy to read and sign on the kiosk touchscreen.



Room Keycard Program

At the final stage, the kiosk dispenses a pre-programmed room key for the guest's stay. Sezam24 is connected to the hotel lock system, it programs the key and dispenses room keys to the guest.