

Functional design :: Nexvision developed a solution for The Crane that reflects the incredible beauty and history of the resort. In addition to design, the solution includes a great deal of functionality that allows The Crane to better meet the needs of current and future guests, including a secure member login section and a comprehensive library of registration and purchase information.

The Crane

Challenge :: The Crane required an online solution that would communicate all the resort had to offer, while providing a high level of service functionality to current members.

Solution :: Nexvision developed a complete solution incorporating visual and dynamic media with comprehensive online functionality.

Results :: The Crane is now able to present to prospective visitors the beauty of their facilities and surroundings online while effectively serving the needs of their members through a secure member login area.

THE CRANE

www.thecrane.com

immersive sales online presentation

Headquarters :: St. Phillip, Barbados

Business Description :: Set on the world famous Crane Beach, The Crane Private Residence Resort is the Caribbean's first timeshare resort and hotel. The perfect combination of elegance, old-world charm, incredible natural beauty and a romantic sense of seclusion has made The Crane one of the most desired resort destinations for over 110 years.

Objective :: To develop an online presence that reflects the quality, elegance and history of The Crane, while providing both comprehensive, dynamic information and the highest level of functionality to visitors and timeshare owners alike.

CHALLENGE

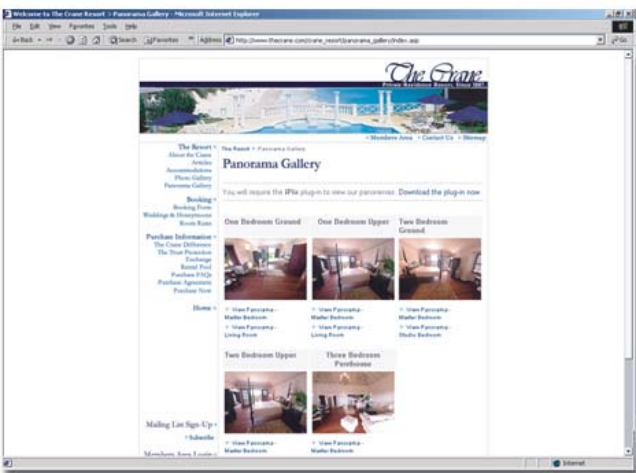
Constructed in 1887, **The Crane** is the Caribbean's first hotel and timeshare resort, and continues to be one of the most desired resort destinations in the world. Boasting world-class service and accommodations as well as a beach voted amongst the top-ten internationally by Lifestyles of the Rich and Famous, The Crane has quite a lot to offer to their members and guests.

The Crane's previous online presence, which was outdated and lacking in functionality, did not allow them to deliver the same level of service to their online visitors. "Because of our limited knowledge of web technology," comments The Crane President Paul Doyle, "we were unable to convey a professional image online - one that communicates what our guests can expect from The Crane." In order to effectively serve their online visitors, The Crane required **an entirely new online presence** that reflected the unmatched beauty and luxury of the resort, while allowing The Crane to better meet their visitors' needs through a variety of useful functionality.

SOLUTION HIGHLIGHTS

In partnership with The Crane, the Nexvision development team pinpointed their requirements for a fully functional online solution. To effectively communicate the breathtaking beauty and countless amenities offered by The Crane, a great deal of **online visual and dynamic media** content was required. And to meet the needs of their existing members and visitors, online service functionality was a must.

To fulfill these requirements, Nexvision developed a complete online solution incorporating both visual and functional elements. Aside from strong site design and architecture, prospective visitors to The Crane are presented with a **dynamic virtual tour** including a plethora of photographs paired with a full library of three-dimensional panoramas. For existing members, a **secure member login section** provides access to exclusive information and a complete accommodation inventory, also allowing them the ability to securely book their accommodations online.



A fulfilling experience :: Nexvision incorporated dynamic media components into The Crane solution, including large format photographs and 360 iPix® panoramas, allowing visitors to view all that The Crane has to offer.

RESULTS

The features and functionality incorporated into their solution have allowed The Crane to better meet the needs of prospective guests and current members alike. The **visual and dynamic media** presentation incorporated into the solution acts as a silent salesperson for The Crane, opening up an entirely new channel for attracting new visitors. A number of guests have booked accommodations and purchased timeshares based on the information they had gathered online, allowing The Crane to generate **increased revenue** and a **complete return on investment**.

Existing members are also better served through the functionality incorporated into the solution. The **secure login section** allows The Crane to provide members with current, easily updated information as well as a number of online services, leading to a **marked increase in user satisfaction**. Online resources such as booking forms, room rates and purchase information allow The Crane to **operate more efficiently** by eliminating surplus administration time, while providing visitors with universal access to the information they demand.

"The solution developed by Nexvision lets us cover all the bases... the virtual tours act as an online sales presentation while login functionality allows us to serve our timeshare members and guests in a new and exciting way."

Paul Doyle
President
The Crane, Barbados

full solutions.
one source.

FOR MORE INFORMATION

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