

TRAVEL AND HOSPITALITY

## Taj prioritizes booking experience in redesigned mobile app

January 30, 2017



*Image courtesy of Taj Hotels Resorts and Palaces*

By STAFF REPORTS

Taj Hotels Resorts and Palaces is releasing an updated mobile application in response to its guests' digital behavior.

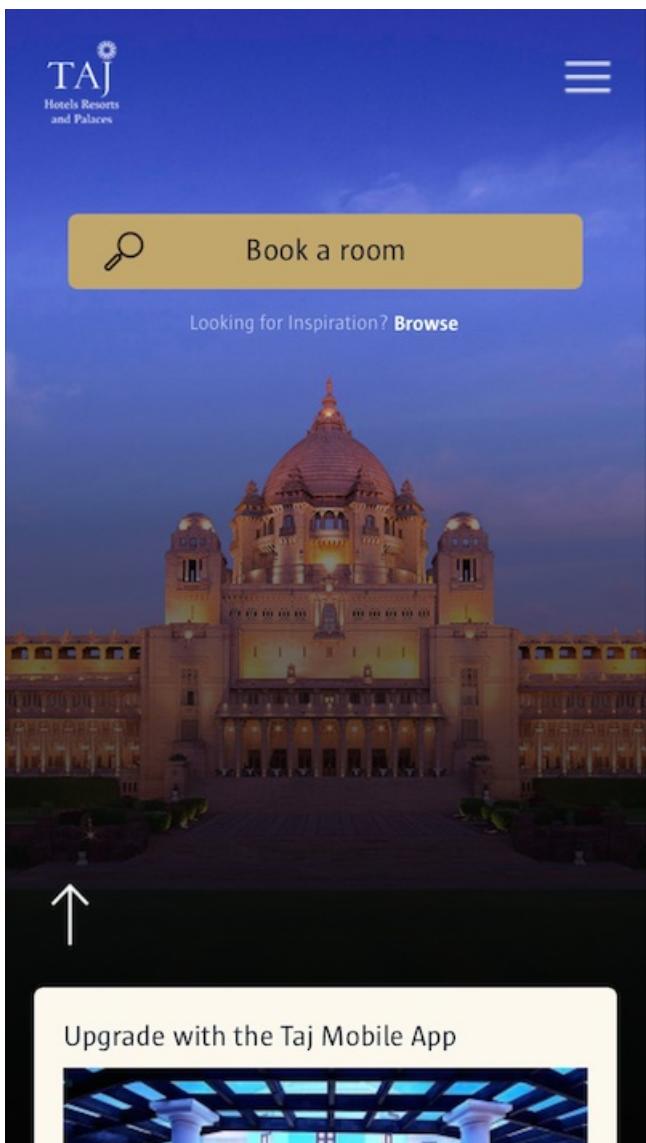
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Looking to build a seamless experience from research to booking and account management, the app contains all parts of the purchase path. With clientele that is increasingly using mobile to connect, Taj also launched a mobile responsive Web site in 2016.

### Mobile optimization

Taj's app features a simplified user interface. Rather than bombarding users with options, the landing page opted for a sole "book a room" button.

If consumers need inspiration, they can browse the 100 properties by destination, letting images of the locations help to guide their decision.



*Screenshot of Taj mobile app*

The homepage also features messages, which include offers and promotions, such as a prompt to join Taj's InnerCircle loyalty program. From the app, users can sign up for and monitor their loyalty account.

Incentivizing downloads of the Android and iOS app, Taj is giving the first 500 guests who book through the app a free breakfast and complimentary room upgrade.

While this update focused on the purchase path, Taj has plans for a second phase that will include on-premise services, such as chat, check-in and check-out, restaurant reservations and promotions specific to a locale.

"Data accessibility and mobile usage is growing exponentially across the world, especially in growing travel markets like India," said Chinmai Sharma, chief revenue officer, Taj Hotels Resorts and Palaces.

"Nearly 50 percent of our guests are now using a mobile device to explore our hotels and destinations somewhere in their purchase path," he said. "Online and mobile are our fastest growing channels and we will continue to invest in this area with the goal of creating a consistent guest experience across all platforms."

"Our new app is another step in our digital journey which will only get better in its next release scheduled for later this year."