

Minute of the defense :

Date : Monday , 15th October

Time : 14 : 15

Place : Skype

Participants : Muriel WALAS , Pierre GADON, Julia PETRONIO

Feedbacks from Muriel :

- We made a good diagnostic of the situation : introduction of what is already done by the company and then our recommendations.

- We presented a good process on « how to improve » with an analysis of what is done and what they can do, and how they can put in place those new ideas.

Questions/Answers :

Could you summarize the the adding value of your work ?

Our research questions were :

- How Luxury B2B tourism can adapt itself to the digital era?
- How to take advantages of digital tools in luxury B2B tourism ?

To summarize what we brought to the company by doing this case study, we noticed that by using social medias and digital tools, the company can share more content with customers and create a real community. The company will as well see the communication costs decrease as digital is less expensive than traditional tools, it just require time.

Nevertheless, to be able to fully take advantage of the digital tools. The company would need to diversify its current offer. For now the company is stick to its luxurious image and history and is afraid to modernize their offer. But luxury does not mean they cannot be modern as well. So, to make their digital strategy working, they will need to diversify their offer to be more flexible with cutsomer, and have more quality content to share on digital tools.

Could you make a link between your dissertation and your internship ?

Pierre GADON :

I'm doing an internship in the automotive industry, within an engineering company which is doing consulting and development for cars manufacturers (especially German ones like Mercedes).

As we changed a few days ago our company name (from MBtech to AKKA), we had to adapt all our supports regarding the company to our new brand identity. In order to be more visible and that our customers, followers, recognized us with our new image, we

had to communicate a lot through social networks. We merged all our subsidiary into one Facebook Account. Our MBtech Facebook page only had 3000 followers. By merging all subsidiaries Facebook Pages, we gather around 6000 followers and it's not over. Moreover, our ranking increased because we're more and more visible on the Internet (thanks to SEO and Google Analytics).

Even if I'm not working in the automotive industry, the use of social network and social media platform management help me a lot during my internship.

Julia PETRONIO :

I am currently doing my internship in a vineyard in communication and event sector. The objective of the vineyard is to develop the oenotourism and attract people so they can come visit it, having a wine tasting, going to the restaurant and participate to our events all year long.

To do so, they need to create a real community through digital media which are very important nowadays. This vineyard want to keep its elegant image, while digitalizing itself. That is why, working on this thesis helped me a lot. It allowed me to learn a lot about digital tools and luxury and so to help the company building a good digital strategy. For instance I chose a software to send the newsletter to customer base, so they decreased their costs and improve the interactions with customers.

Since I arrived we as well started to put in place a schedule for social medias (Facebook and Instagram) so we can share content regularly and have better results and more interactions.