

Choice Hotels:



One of the world's largest lodging companies

Choice Hotels optimizes their online channel by uniting Tealeaf's customer experience management insights with iPerceptions' Voice of Customer analytics solution.

Choice Hotels International is one of the most successful lodging franchisors in the world. As an industry leader with millions of customers per month visiting their web site, www.choicehotels.com, Choice Hotels knew they needed to maintain an online channel that matched their commitment to innovation and customer service. Therefore, the company turned to two best-of-breed solutions to keep their site in optimal shape—iPerceptions for Voice of Customer analytics and Tealeaf for customer experience management.

With iPerceptions, Choice Hotels is able to optimize their sites by tapping into real customer feedback. When customers visit one of Choice's web properties, they have the option to complete a short survey at the end of their transactions. Choice Hotels is then able to analyze this data to identify online trends and potential site issues and keep a close eye on customer satisfaction.

And with Tealeaf, they gained an even clearer picture of their online customer. Using Tealeaf's unique replay ability (a page-by-page, browser-level recording of the actual customer experience), Choice Hotels is able to watch customer sessions, allowing them to understand the complete customer experience and quickly diagnose the issues causing customers to struggle online.

CHALLENGE

While both iPerceptions and Tealeaf were providing Choice Hotels with critical insight into online customer behavior, the data was contained in completely separate systems. If a customer completed an iPerceptions survey after an unsatisfying visit, the company had no way to reproduce the complete matching experience to better understand the context of the customer feedback. When analyzing customer behavior in Tealeaf, it was a very manual process to correlate this data back to iPerceptions' customer feedback. As a result, Choice Hotels needed to find a way to connect these valuable solutions and maximize their return on investment from both.

HOW THE INTEGRATION WORKS

By capturing the customer's session ID in both tools, Choice Hotels is able to tie a survey in iPerceptions to the corresponding session in Tealeaf, allowing the company to pivot from iPerceptions reports directly into Tealeaf and visualize a customer's comment by reviewing the full context of that customer's online experience. Additionally, the company can use Tealeaf to go a step further and quantify the business impact of a reported issue. For example, when iPerceptions survey

CUSTOMER PROFILE

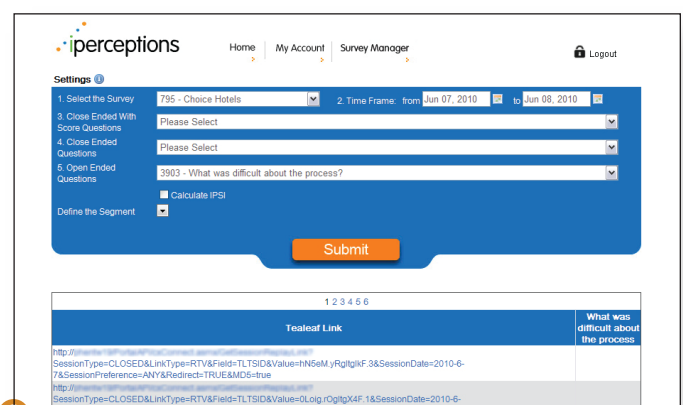


Choice Hotels International, Inc. (www.choicehotels.com) is a leader in the lodging industry, with more than 6,000 locations across the globe and more than ten leading brands, including Comfort Inn®, Cambria Suites®, Quality Inn®, Comfort Suites®, and the Ascend Collection®.

RETURN ON INVESTMENT

- > The combination of Tealeaf and iPerceptions data created more actionable insights.
- > Reduced customer abandonment by quickly validating negative customer experiences and resolving the root cause of issues.
- > Optimized web site based on actual customer data and site experiences.
- > Determined business impact of reported issues for better prioritization of site improvements.

responses indicate an unexpected site trend, Choice can then search Tealeaf for all other customers who experienced the same issue. Choice can then prioritize their site optimization efforts by business benefit and immediately jump on the issues that are impacting the most customers and risking the most revenue. Rather than hypothesizing about why negative or unexpected trends on the site are occurring, Choice Hotels now has the tools they need to make more informed web site optimization decisions—that reduce site issues and dramatically improve the overall experience for their customers.



>> In one view, Choice Hotels can see exactly which Tealeaf sessions correspond to an iPerceptions survey.



We are now able to identify gaps in our customer experience using iPerceptions, then validate and understand the details behind the customer feedback thanks to Tealeaf. This integration has been invaluable to helping us optimize all of our online properties.

Miguel Almaraz | User Experience Manager, Choice Hotels

WIN 1: VALIDATES AND RESOLVES COSTLY RESERVATION SYSTEM ERROR

Problem

When a visitor is viewing details on available rooms, the site automatically takes a selected room out of inventory and places it on hold until the customer completes his reservation—essentially adding the room to the customer's "shopping cart" to prevent multiple bookings of the same room. But when a segment of customers went to complete their reservations, all of the rooms they had viewed were awaiting purchase. And when these customers tried to book the one room they actually wanted to reserve, they received the error message, "cannot mix reservations," causing many to abandon their transactions.

Solution

iPerceptions alerted Choice Hotels to an increase in the number of confused customers. This information led the company to use Tealeaf to uncover the root of the problem. First, the company utilized Tealeaf's visual replay to understand the customer commentary and see the error message first-hand. Then, because Tealeaf captures all the details of each customer session, including the HTTPs Request and Response code, Choice was able to identify the source of the problem—a back end error which was mistakenly placing the on hold rooms into the customer's final purchase rather than releasing the unselected ones. Finally, the company was then able to use Tealeaf to determine the magnitude of the problem—how many customers saw this specific error message, whether they submitted an iPerceptions survey about it or not, and whether they abandoned as a result. Choice Hotels then used this information to determine the best permanent fix.

Benefit

Utilizing iPerceptions and Tealeaf in concert, Choice Hotels was able to validate customer feedback and understand the exact path customers took before abandoning. The company was able to immediately correct the system error once the issue was identified and streamline the booking process for future customers. As a result, conversion rates improved and the occurrence of that error message decreased significantly.

WIN 2: REDUCES ABANDONMENT BY QUICKLY RESOLVING SITE USABILITY ISSUE

Problem

After a web site redesign, iPerceptions surveys indicated problems on the payment step of the reservation process—many customers were having trouble selecting a credit card to complete their purchases. However, customers did not provide enough information in their survey comments about what exactly had occurred on the site leading up to the issue. Furthermore, Choice Hotels employees were unable to recreate the problem for themselves.

Solution

With Tealeaf's advanced customer behavior analysis and visual replay capabilities and iPerceptions' Voice of Customer analytics, Choice Hotels was able to quickly diagnose the problem. It turned out that during the site redesign, the company listed their branded Choice Privileges® MasterCard® as the default credit card selection. Customers using a regular MasterCard did not realize the difference and entered their card number with this selection—only to receive an error message. After several attempts, many customers simply abandoned. With insights from both tools, Choice Hotels was able to identify and resolve the usability problem. Now, no default card is displayed on the payment page and customers actively select their credit card of choice to avoid confusion.

Benefit

iPerceptions made Choice Hotels aware of a negative trend in the booking process, and the integration with Tealeaf provided the visibility required to understand customer behavior and site behavior in order to quickly fix the issues and limit the impact on conversion. In fact, Choice Hotels was able to reduce abandonment caused by this particular issue by 90%.

ABOUT TEALEAF TECHNOLOGY

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behavior analysis. For organizations that are making customer experience a top priority, Tealeaf's solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and web site optimization. Online executive stakeholders from ebusiness and IT to customer service and compliance are leveraging Tealeaf to build a customer experience management competency across the organization. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit www.tealeaf.com.

ABOUT IPERCEPTIONS

iPerceptions is the leader in web-focused Voice of Customer analytics, using advanced intercept surveys to gather feedback from representative samples of actual visitors. Its webValidator Continuous Listening solution and 4Q Suite solution turn millions of data points into easy-to-understand strategic and tactical decision support, while its Web Analytics Solution Profiler (WASP) provides superior web analytics quality assurance. iPerceptions' clients include well-known brands such as Dell, InterContinental Hotels, LG Electronics, General Motors, Harvard Business Review, Choice Hotels International and Monster Worldwide. For more information, please visit www.iperceptions.com.