

CONTINENTAL AIRLINES:



Widely hailed as the world's most admired airline

Customer experience is a critical component of Continental's corporate DNA. Tealeaf helps the airline build trust and loyalty with its online customers.



During the 1990's, Continental was famously committed to going from 'worst-to-first' within the airline industry. And they have certainly met their goal, winning numerous awards in this past year alone.

A chief component of this turnaround is the company's consistent and methodical commitment to improving the customer experience. Whether on a flight, where Continental still offers amenities other airlines have taken away, or when calling to change a reservation, or using the company's web site, Continental has gained competitive advantage by differentiating on the experience of doing business with them.

CHALLENGES

The only way for Continental to maintain its leadership position within the industry is by being dedicated to providing a great experience throughout all phases of the customer lifecycle—offline and online. However, the airline quickly realized how challenging it is to understand the online experience when you are delivering your 'storefront' into the one place you cannot see—the browser of your customer.

To complicate matters, given the dynamic nature of the site—with changing flight numbers, schedules, pricing—it's virtually impossible to test for every potential user scenario. In order to ensure the web site was consistently delivering a positive and, ultimately, successful experience for customers, Continental was determined to find a solution that would provide visibility into the problems customers were experiencing online.

CUSTOMER PROFILE



Continental Airlines is the world's fifth largest airline. Together with Continental Express and Continental Connection, Continental has more than 2,500 daily departures throughout the Americas, Europe and Asia. The airline serves 134 domestic and 131 international destinations and carries approximately 69 million passengers per year.

RETURN ON INVESTMENT

- > Tealeaf helps improve adoption of self-service applications, allowing the airline to increase online revenues and reduce activity in higher cost channels.
- > Continental deflects calls to customer service with Tealeaf—thereby saving money—by staying ahead of site problems which would otherwise have broad customer impact.
- > Tealeaf allows the airline to dramatically reduce the time spent identifying and resolving online customer experience flaws.
- > With Tealeaf, Continental delivers a web site that exceeds expectations and ensures customer loyalty.

A NEW APPROACH

Continental turned to Tealeaf's suite of customer experience management solutions for this online visibility. Tealeaf captures every action each visitor makes on the web site—a very powerful and complex set of data. Tealeaf then alerts Continental when failed transactions are on the rise, for example. Once alerted, Continental can leverage Tealeaf's unique replay ability—a page-by-page, browser-level recording of the actual customer experience—to observe and analyze behavior and take the necessary actions to improve site usability and remove site obstacles. With Tealeaf in place, Continental is able to correct problems before they have broad customer impact and result in increased calls to the contact center—saving the company money. Furthermore, with the unprecedented insight into customer behavior that Tealeaf affords, Continental is continually finding areas of its site to tweak and improve with incredible business benefits.



I don't want any of our customers frustrated when they're trying to complete actions on our site. Site experience flaws can degrade customer confidence in our reliability, security and brand as a whole.

Ken Penny | Senior Director, Internet Planning & Development

WIN 1: QUICK RESOLUTION OF LOGIN ISSUE RESTORES CUSTOMER SATISFACTION

Problem

Continental.com employs 'Remember Me' cookies upon login so frequent site users don't have to re-enter their credentials every time they book online. After a recent site release, some customers began reporting via the call center, email and the site's feedback form that the site was no longer remembering them and they were forced to login every time. The product team immediately began to investigate the complaints but they were unable to reproduce the scenario.

Solution

Using Tealeaf, the airline was able to search for users who were logging in more than once during the same session on the site. After replaying and analyzing the sessions from this customer segment, the airline was able to pinpoint the problem. As it turned out, on the new site, if a customer changed their default country or language, that action overwrote the previous cookie and the new cookie no longer contained the customer's user ID. Roughly, 5% of the airline's international customers were being frustrated by this issue.

Benefits

Without Tealeaf, Continental would have had to invest significant resources to research the problem and countless hours to experiment with possible solutions. The company would have wasted valuable time and effort while more and more customers encountered the problem. With Tealeaf in place, however, Continental was able to quickly identify the issue, quantify the business impact of this customer experience flaw, and resolve it before many more customers were affected.

WIN 2: TEALEAF SOLVES GIFT CERTIFICATE MYSTERY ELIMINATING INQUIRIES TO CUSTOMER SERVICE

Problem

Customers had been reporting that duplicate charges were turning up on their credit cards statements for gift certificate purchases they had made on the site. The problem was impossible for the airline to reproduce given the lack of information the customers supplied about the exact circumstances of their site visit. The airline even guessed at a potential solution—adding a "Please Wait" screen between the submit and confirmation screen to help reduce the

number of people who may be hitting the back button during the process and inadvertently resubmitting their purchase request. However, the company still continued to receive customer complaints.

Solution

Continental turned to Tealeaf to conduct further analysis of the problem. Because the call center had the names of the customers reporting the issue, it was easy to pick a few examples, and then use Tealeaf to replay those visits. Tealeaf enabled Continental to discover that when customers used certain punctuation (i.e., hyphens, ampersands, etc.) in the name and address form fields, a processing error would trigger. Customers would see an error message and try again and again despite the fact that the transaction successfully completed the first time.

Benefits

The visibility Tealeaf provided allowed Continental to halt a customer experience flaw that was increasing inquiries to the call center and eroding customer satisfaction. Furthermore, because Tealeaf allowed Continental to view and replay affected sessions, the IT team no longer had to try to reproduce the problem and could instead focus on quickly solving the problem so that they could return their attention to higher-value enhancements to the site.

ABOUT TEALEAF TECHNOLOGY

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behavior analysis. Tealeaf's CEM solutions include both a customer behavior analysis suite and customer service optimization suite. For organizations that are making customer experience a top priority, these 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.