

# Direct Ferries:



Europe's leading ferry ticket retailer

Maintaining a consumer-friendly web site is paramount to Direct Ferries' success. The company relies on Tealeaf to pinpoint customer struggle and improve the online booking process.

Direct Ferries is one of the UK's fastest growing travel companies, offering the most comprehensive portfolio of ferry crossings in Europe. The company sells tickets for over 70 pan-European ferry companies with over 1,000 routes covering Europe and North Africa.

To say the online channel is important to Direct Ferries is an understatement. Five years ago, the web accounted for only 10% of company revenues. Now, this figure is nearly 90% and the site services 80,000 visitors with over 40,000 quotes each day. The online channel has become mission critical to the success of the entire company.

## CHALLENGES

As with many ebusinesses, Direct Ferries is constantly looking for ways to improve the customer experience and increase conversion rates. To do this effectively, the company needed more visibility into areas where customers struggled on the site. This would enable Direct Ferries to find the missing link between its customers and any obstacles they encountered in the booking process.

By relying heavily on existing tools like web analytics, it was difficult for the company to identify and resolve customer experience issues. The rigidity of web analytics was not conducive to understanding complex customer behaviors. Direct Ferries realized that in order to grow its online channel more efficiently, it was missing a key site optimization solution.

## A BETTER APPROACH

Tealeaf's online customer experience management (CEM) solution provides the actionable insights that Direct Ferries needs to optimize the company's booking process. Tealeaf's unique replay ability—a page-by-page, browser-level recording of the actual customer experience—affords Direct Ferries with the ultimate level of visibility into online customer behavior. Now the company is able to discover unknown experience obstacles, reproduce problems and quantify their business impact. The result is the wholesale elimination of customer struggle on the site and improved value that Direct Ferries' delivers to its customers.

## CUSTOMER PROFILE



Direct Ferries is Europe's leading ferry ticket retailer and one of the UK's biggest independent specialist travel providers. The company offers real-time access to thousands of scheduled ferry crossings. Founded in 1999, Direct Ferries Ltd offers the most comprehensive portfolio in the ferry transportation sector.

## RETURN ON INVESTMENT

- > Direct Ferries received a full return on its Tealeaf investment in only six months.
- > Tealeaf enabled Direct Ferries to prioritize the fixing of hundreds of web site issues.
- > Tealeaf helps Direct Ferries recover significant revenue each year by combating fraudulent transactions.

Furthermore, with advanced tools to incorporate KPI-based triggers and perform customer segmentation analysis, Direct Ferries can proactively confront any issues in real-time and enhance the usability of its site. The use of Tealeaf has led to an improvement in site conversion and customer satisfaction and the company has received full payback on its Tealeaf investment in just six months.

## WIN 1 - TEALEAF ENABLED DIRECT FERRIES TO PRIORITIZE HUNDREDS OF WEB SITE FIXES

### Problem

Direct Ferries web site is incredibly dynamic and complex, which can result in unforeseen technical hitches. At the same time, online customers use sites in unanticipated ways, which also leads to unexpected issues. When Tealeaf was deployed, the solution immediately captured the complete customer interaction for every site visitor and the company discovered that it had hundreds of issues that needed to be tackled.

### Solution

Tealeaf helped Direct Ferries understand how to best prioritize these obstacles according to their scope and magnitude. By utilizing Tealeaf's business impact analysis tools, the company was able to quickly assess the revenue ramifications of customer struggle in the booking process and any technical issues that impacted conversion.



The benefits Tealeaf delivered paid back on our investment incredibly quickly. Tealeaf has become a vital part of our ebusiness processes and it would be unthinkable to relinquish usage of the solution.

Anthony Ritchie | IT Director at Direct Ferries

## Benefit

Through this analysis and prioritization, Tealeaf helped Direct Ferries increase conversion rates and save significant time that would have been spent resolving errors that were not detrimental to its customers. The company is now able to perform immediate corrective actions to optimize the site and reduce lost revenue on an ongoing basis.

## WIN 2 - UTILIZING TEALEAF'S UNIQUE CUSTOMER BEHAVIOR INSIGHT, DIRECT FERRIES RESPONDS TO CUSTOMER STRUGGLE MORE EFFECTIVELY

### Problem

The Direct Ferries marketing team regularly emails discounts and promotions to its customers to increase sales. Shortly after one of these "eshots" had gone out, the company received a complaint from a customer that had not received a 10% discount on his booking. The customer claimed to have clicked through from the email marketing message but still had not received the discount.

### Solution

Using Tealeaf, Direct Ferries was able to locate and instantly replay the customer's exact session. The visual evidence provided by Tealeaf showed that the customer had not clicked on the email link as he had indicated. Armed with this qualitative information, the customer service team was able to quickly resolve the customer's concern.

### Benefit

Tealeaf insights enabled Direct Ferries to make minor changes to their email promotion so that future recipients would clearly receive the discount. Tealeaf provides Direct Ferries with the ability to see exactly what customers experienced and this enables the company to remedy any technical problems or customer issues.

## WIN 3 - TEALEAF HELPS DIRECT FERRIES RECOVER SIGNIFICANT REVENUE EACH YEAR BY COMBATING FRAUDULENT TRANSACTIONS

### Problem

Fraud is increasingly a concern for travel companies selling via the web. Before Tealeaf, it was almost impossible for Direct Ferries to monitor and investigate fraudulent activities on their site. As a result, fraud was costing the company significant revenue every year.

## Solution

Tealeaf helped Direct Ferries combat fraud by deploying a process for documenting all customer interactions and transactions. This enabled Direct Ferries to establish pre-defined triggers to alert the fraud team of suspicious behaviors. For example, if a customer used more than five credit cards while trying to complete a transaction, the team was able to quickly access this information and view the customer session in Tealeaf. These insights helped the team determine whether it was indeed fraudulent activity and if any action was required.

### Benefit

With Tealeaf providing the complete and permanent record of all customer interactions with the site, the fraud team is now able to more efficiently identify and investigate fraudulent activity. This has enabled Direct Ferries to recover tens of thousands of dollars in otherwise lost revenue every year.

## 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 organisation. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit [www.tealeaf.com](http://www.tealeaf.com).