

Hotels4U.com:



A leading United Kingdom hotel booking web site

Hotels4U.com uses the visibility provided by Tealeaf to identify and resolve customer struggle on its web site. This enhanced customer experience has increased bookings and helped the company recover thousands of dollars in lost revenue every week.

Founded in 2003, Hotels4U.com was originally a hotel booking site for the business to business (B2B) market. However, in 2007 the company embarked on a complete rebrand and established a new operation that sold accommodations directly to consumers. This expansion was incredibly successful and the consumer site now makes up 20% of overall revenues and has over 1,000,000 visits per month. The company's B2B site, www.medhotels.com, has also maintained a significant marketplace presence and continues to grow at a rapid pace.

CHALLENGES

Thomas Cook acquired Hotels4U.com in 2008 and immediately made the site an area of strategic growth for the company. Given this importance, Hotels4U.com needed to improve its customer experience to meet new corporate goals. This was particularly challenging considering that the company operates in a highly competitive travel market, where customers are sophisticated and demand a seamless online experience.

Unfortunately, existing tools like web analytics did not provide Hotels4U.com with the comprehensive site optimization solution that the company needed to overcome these challenges. With web analytics, Hotels4U.com was able to identify points in the booking process where customers abandoned their transactions. However, the high-level metrics provided few insights into why customers struggled and failed to complete their bookings.

A BETTER APPROACH

To address these issues, Hotels4U.com turned to Tealeaf for an online customer experience management (CEM) solution that provides the reporting capabilities of a web analytics solution and affords the ability to understand the qualitative insights of actual customer behavior. Now, instead of hypothesizing about site trends, Hotels4U.com uses Tealeaf's unique replay ability (a page-by-page, browser-level recording of the actual customer experience) to quickly diagnose and fix the problems causing poor customer experiences.

CUSTOMER PROFILE



Hotels4U.com is part of the Thomas Cook Group and is one of the UK's top hotel booking web sites. The company offers properties in over 30,000 locations and the web serves as the main sales channel with over 1,000,000 visitors every month.

RETURN ON INVESTMENT

- > Hotels4U.com achieved a return on its Tealeaf investment in only 6 months.
- > With Tealeaf, the outbound call center team is able to convert nearly all reservation abandonments caused by credit card issues.
- > Tealeaf significantly reduced the time required to identify, reproduce and resolve site errors.

The value of Tealeaf extends across the enterprise at Hotels4U.com. The call center team uses Tealeaf insights to proactively contact customers that have abandoned their reservations. The goal being twofold, to provide a higher level of service and to help customers complete their transactions. This approach has enabled Hotels4U.com to improve customer satisfaction and to recover a significant amount of otherwise lost revenue. In fact, the company was able to achieve a return on its Tealeaf investment within only 6 months.



Tealeaf helps us understand exactly what our customers experienced online and we believe this gives us a competitive advantage. We would find it difficult to operate effectively without it.

Steven Moore | Head of Ecommerce at Hotels4U.com

WIN 1 - ACHIEVED A NEARLY PERFECT CONVERSION RATE WHEN RECOVERING CUSTOMERS WITH CARD PAYMENT ERRORS

Problem

After Tealeaf was deployed, Hotels4U.com was surprised to find that nearly 30 customers every day received a card payment error. The errors were typically caused by non-UK credit cards and by customers inputting incorrect information. Hotels4U.com was determined to reengage with these customers to complete their bookings and provide better experiences.

Solution

Using Tealeaf, Hotels4U.com created real-time alerts that notified the outbound call center team after customers experienced a card payment error. This enabled agents to know immediately when customers struggled on the site. Agents then proactively contacted these customers to retake their card details or ask for an alternate form of payment to complete their reservations.

Benefit

After employing this approach, Hotels4U.com increased conversion rates significantly and in many cases, achieved 95% recovery of customer orders after a credit card error. This process enabled the company to improve customer satisfaction and add thousands of dollars in otherwise lost revenue each week.

WIN 2 - TEALEAF HELPED RESOLVE A PREVIOUSLY UNKNOWN SITE ERROR THAT AFFECTED HUNDREDS OF CUSTOMERS EACH DAY

Problem

Given the vast number of hotel accommodations on its site, keeping Hotels4U.com up-to-date and in sync with its back-office booking system was a challenge. In fact, something as simple as a broken link often resulted in a significant loss of revenue. With so much to manage on the site, existing tools were incapable of tracking many issues and optimization efforts were slow to take shape.

Solution

Because Tealeaf captures every customer visit to their site, Hotels4U.com is able to analyze any issue, no matter how granular it may be. In one instance, Tealeaf alerted the ecommerce team that a site error message was on the rise. Watching the replay of customer sessions in Tealeaf, the team was able to identify the cause—it occurred only when customers tried to book hotels that were added with a new type of currency. With the error clearly identified, the team was able to quickly update the database and resolve the problem.

Benefit

With Tealeaf, Hotels4U.com was able to ensure that site errors were quickly identified and resolved, which led to an immediate improvement in customer conversion and satisfaction. Furthermore, the company set up alerts within Tealeaf to ensure that any future errors would be flagged for immediate resolution.

WIN 3 - TEALEAF IDENTIFIES AN ISSUE AFFECTING NEWLY ADDED HOTEL ACCOMMODATIONS

Problem

Hotels4U.com frequently adds new hotel accommodations to its site inventory of over 180,000 properties. When hotels are added, there is specific data that must be entered, such as location and contact information. Typically, this process goes smoothly, but one day the ecommerce team noticed that conversion rates were inexplicably low for some of the recently added hotels.

Solution

Using Tealeaf to investigate the situation, Hotels4U.com quickly found the common element—several hotels had mistakenly been added to the site without star ratings. The resulting effect was an error triggered in the site code, which prevented customers from viewing the affected hotels. For a popular tourist destination this could have resulted in thousands of visitors being unable to book the best hotel option available to them.

Benefit

The visibility provided by Tealeaf enabled Hotels4U.com to identify an obscure issue that would have been nearly impossible to find without the tool. Once resolved, bookings for the newly added hotels increased to normal conversion levels and revenue improved substantially.

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.