

# Kuoni:



A leading global travel company

By providing visibility into areas of hidden customer struggle, Tealeaf helps Kuoni improve usability and maximise conversion across its various travel web sites.

With a heritage of providing first-class customer experiences, catering to the most discerning customers that visit exclusive destinations, Kuoni understands the importance of providing the best online experience in the market. Enabling a struggle-free journey through their site for customers, whether they are 'looking' or 'booking', helps the travel company stay ahead of its competitors, increase its online revenue and protect its brand's reputation.

## CHALLENGES

Customers navigate Kuoni's sites in unpredictable ways, depending on their personal preferences or motivations for shopping. Even those who have fault-free experiences often drop off mid-order to compare pricing, check bank balances or simply because they get distracted. Since web analytics tools cannot differentiate between these various scenarios, Kuoni was unable to identify why actual site users abandoned bookings and could not take the appropriate actions to resolve site obstacles.

At the same time, running any online channel requires rapid and ongoing content changes to reflect new prices, offers and availabilities. However, these dynamic changes mean errors inevitably creep in. Remedial actions to eliminate such issues are limited by the availability of information on where customers have struggled. This makes it difficult to understand which elements of the site need to be refined and waiting for customer complaints or watching bookings fall are not the optimal methods for driving site optimisation.

What Kuoni needed was a solution to understand customer behaviour and immediately notify the company when customers encountered obstacles on their site. Kuoni also needed a better way to quantify the impact these issues had on bookings and the bottom line.

## CUSTOMER PROFILE



The Kuoni Group is one of the world's leading globally-active leisure travel organisations, having steadily and systematically developed its position in the world travel market. This includes branch operations in more than 45 countries across Europe, Asia, Africa, Australia and North America. The company was named "World's Leading Tour Operator" at the annual World Travel Awards for eleven years in a row.

## RETURN ON INVESTMENT

- > Tealeaf identified a booking system issue that affected nearly 35% of potential customers.
- > Tealeaf helped expose usability issues with insurance upsells that increased revenues.
- > Tealeaf insights enabled Kuoni to provide a more personalised customer experience that improved the ROI of search engine traffic.

## A BETTER APPROACH

Kuoni solved their online problems by turning to Tealeaf and its customer experience management (CEM) solution. With the ability to replay visitor sessions at a page-by-page, browser level, Tealeaf enables new levels of sophistication for customer behaviour analysis. Using Tealeaf, Kuoni is now able to discover, recover and resolve customer experience flaws in live systems before issues further impact customers. The solution also enables Kuoni to differentiate real site obstacles from typical customer behaviours that do not need their attention.

What's more, the data-driven insights provided by Tealeaf enable Kuoni to make more informed decisions to drive application development, enhance customer service and prioritise site issues.



**Tealeaf has opened our eyes to sources of customer struggle that otherwise would have remained invisible. We have put these insights to practical use by, for example, completely re-working our booking engine based on actual customer behaviour.**

Joachim von Maltzan | Group Head User Experience, Kuoni

### **WIN 1 - TEALEAF IDENTIFIED A BOOKING ISSUE THAT AFFECTED NEARLY 35% OF CUSTOMERS**

#### **Problem**

When families go on holiday, children often share rooms with their parents. Unfortunately, Kuoni's booking system was not configured for this scenario, as rooms were automatically allocated based on the number of seats reserved on the accompanying flight. Consequently, parents were unable to configure accommodations for their specific requirements and, as a result, were abandoning their bookings because of this restriction. Kuoni did not realise that nearly 35% of all customers abandoned for this reason every day.

#### **Solution**

With Tealeaf, Kuoni was able to reproduce these abandoned customer sessions in order to quickly identify the cause of the issue. Tealeaf also enabled Kuoni to quantify the frequency of occurrence and based on the significant revenue impact, the booking problem became a key driver for an overhaul of the company's booking engine.

#### **Benefit**

The visibility provided by Tealeaf ensured that the newly designed engine met customer requirements and ensured a positive customer experience. As a result, Tealeaf insights helped Kuoni design a new booking area in order to increase conversion rates and remove a problem that was driving down customer satisfaction and retention.

### **WIN 2 - TEALEAF HELPED EXPOSE USABILITY ISSUES WITH INSURANCE UPSOLLS THAT INCREASED REVENUES**

#### **Problem**

The option to purchase travel insurance during the booking process is an important source of additional revenue for Kuoni. However, the company noticed that insurance orders were not placed as frequently as it had envisioned. In terms of users actually affected. Through vigorous testing, Kuoni learned that conversion rates were low due to poor site usability but needed to validate this theory in terms of users actually affected.

#### **Solution**

By viewing the replay of customer sessions in Tealeaf, Kuoni noticed that many visitors were confused during the insurance purchase process. The options appeared to be poorly positioned within the page and this caused customers to struggle to complete them or ignore them altogether.

#### **Benefit**

Kuoni now uses Tealeaf insights to test the design of all complementary offerings in the booking process. By increasing the volume of travel insurance orders and minimising customer struggle, Kuoni was able to improve overall booking profitability and increase customer satisfaction.

### **WIN 3 - TEALEAF INSIGHTS ENABLED KUONI TO PROVIDE A MORE PERSONALIZED CUSTOMER EXPERIENCE THAT IMPROVED THE ROI OF SEARCH ENGINE MARKETING**

#### **Problem**

The most volatile and unpredictable of Kuoni's online traffic comes via search engines. This acquisition method attracts anyone from the casual browser to the loyal repeat customer. In fact, the type of customer varies wildly depending on the search term used to find the site. Kuoni needed a way to better understand these customers in order to serve them more relevant content related to their search queries.

#### **Solution**

With Tealeaf, Kuoni was able to gain unparalleled insights into the relationship between search keywords and onsite customer behaviours. The company is able to analyse referral traffic more effectively and now develops specific landing pages depending on the word or phrase that the customer used. This enables Kuoni to provide a considerably more personalised customer experience.

#### **Benefits**

A key factor in reducing customer struggle is a better understanding of customer intent. With Tealeaf's help, Kuoni was able to improve their understanding and, subsequently, their strategy for search engine marketing and making a better first impression with their site visitors.

#### **ABOUT TEALEAF TECHNOLOGY**

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behaviour analysis. Tealeaf's CEM solutions include both a customer behaviour analysis suite and customer service optimisation suite. For organisations 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 optimisation. 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).