

Netflights.com:



A leading UK travel brand

Netflights.com leverages Tealeaf for unprecedented visibility into their online channel, dramatically improving customer service, conversion and retention as a result.



Improving customer conversion remains a significant challenge for travel sites today. Visitors often browse numerous sites over multiple sessions before making a final purchase decision. Many are savvy shoppers that expect a good site experience and, if they don't get it, know that the competition is only a click away. To better differentiate in a highly competitive environment, netflights.com decided that improving customer experience for its market-leading web site—www.netflights.com, needed to be a key strategic initiative.

CHALLENGES

Finding the right solution to achieve this new customer experience imperative was initially challenging. Originally, the company utilized web analytics; however, the quantitative insights it provided were not enough to significantly increase key metrics, like conversion. For example, with quantitative data points only, netflights.com had no way of determining precisely why customers abandoned, or if they ever returned to complete a purchase. What netflights.com needed was a solution that could provide better visibility into the online channel, so that they could substantially improve key customer experience indicators like satisfaction and retention.

A BETTER APPROACH

To address this issue, netflights.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 drill-down into the qualitative insights of real customer behavior. Now, instead of hypothesizing about site trends, netflights.com leverages 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 failed customer experiences. With Tealeaf in place, netflights.com is continually finding areas of their site to optimize with astounding business benefits. Overall, the company has increased their return on investment from marketing programs by 120% in the first 8 months with the help of Tealeaf.

CUSTOMER PROFILE

NETFLIGHTS.COM



Netflights.com is a brand of Gold Medal Travel, which is part of the Thomas Cook Group, a leading UK travel company that offers access to 130 of the world's airlines to over 1,500 destinations. Gold Medal operates three of the UK's leading travel brands and issues over 600,000 airline tickets per year.

RETURN ON INVESTMENT

- > Tealeaf fosters innovation in the call center that helps generate 20% of all revenue received through netflights.com.
- > Resolving credit card abandonment culprit affords 25% uplift in conversion.
- > Tealeaf helps rectify a simple usability issue, saving thousands of potentially lost customers.
- > Netflights.com has increased ROI from re-marketing programs by 120% in 8 months with help from Tealeaf.

WIN 1 - RESOLVING CREDIT CARD ABANDONMENT CULPRIT AFFORDS 25% UPLIFT IN CONVERSION

Problem

Netflights.com's web analytics solution indicated a spike in abandonment rates on the site's credit card entry page. Unfortunately, the high-level metrics did not provide insights into the root cause of the issue and the company was unable to determine why so many customers were not converting on this critical step of the booking process.

Solution

With Tealeaf, however, netflights.com is able to capture and replay every customer session, every time he or she visits the site. This unique visibility affords netflights.com with the ability to perform deep behavioral analysis in order to uncover poor customer experiences. For example, after analyzing customer sessions that viewed the credit card page yet subsequently dropped-off, the company noticed that some customers were confused by the credit card charge that was added to their total. The message that informed them about the charge was beneath the fold, and therefore, was being overlooked, causing confusion and abandonments.



Tealeaf has revolutionized the way we treat our online customers. Not only has Tealeaf given us the visibility we lacked, it has also allowed us to dramatically increase customer conversion and retention.

Steve Bacon | Finance Director at Gold Medal Travel

Benefit

With the culprit clearly identified using Tealeaf, netflights.com was able to quickly redesign the page and resolve the usability problem. This one simple change led to an immediate 25% increase in conversion and far more satisfied customers.

WIN 2 - TEALEAF FOSTERS INNOVATION IN THE CALL CENTER THAT HELPS GENERATE 20% OF ALL REVENUE RECEIVED THROUGH NETFLIGHTS.COM

Problem

Recovering lost orders from visitors that experience site problems has always been a significant challenge for netflights.com. Existing solutions did not provide the ability to extensively capture customer information and, therefore, made order recovery nearly impossible.

Solution

With Tealeaf, however, netflights.com was able to set up alerts for customers with certain basket values that dropped-off for a particular reason—e.g. credit card failure or being stuck in a loop. Because Tealeaf captures information throughout the entire booking process, such as email address or telephone number, even visitors that abandoned are not entirely lost to the company. In fact, netflights.com uses Tealeaf to pass customer information to the outbound team in the contact center—all within a matter of seconds. The outbound agents are then able to contact the customer immediately in order to attempt to complete the sale.

Benefit

The outbound team now delivers more revenue per hour than any other reservation group in the company and has generated a 340% increase in revenue year over year. This represents 20% of all revenue received through netflights.com.

WIN 3 - TEALEAF HELPS RECTIFY A SIMPLE USABILITY ISSUE, SAVING THOUSANDS OF POTENTIALLY LOST CUSTOMERS

Problem

In February 2009, the United States abruptly mandated that anyone flying into the country must register online at least three weeks prior to travelling. To comply with this obligation, netflights.com added a disclaimer to the booking process that required customers to check a

box to confirm that they understood the new requirement. However, immediately following the change, netflights.com noticed that conversion rates had plummeted by 13% at this step of the booking funnel.

Solution

Fortunately, Tealeaf was already monitoring key processes related to customer success, so netflights.com was immediately alerted to the drop in conversion. Moreover, by using Tealeaf to drill-in and analyze affected customer sessions, the company quickly noticed that most customers were inadvertently missing the newly implemented check box. Specifically, when a customer did not select it, the reservation page refreshed but did not give any indication that something had gone wrong. The endless loop was causing frustrated customers to abandon, resulting in lost revenue.

Benefit

Without Tealeaf, the only way for netflights.com to identify the root cause of the issue would have been through trial and error, which is time consuming and costly. With Tealeaf, on the other hand, netflights.com was able to identify and resolve the problem within two days of the update going live. By quickly eliminating this customer experience flaw (by simply making the box more obvious and adding a helpful reminder message) the company was able to limit its overall business impact of otherwise lost customers and revenue.

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.