

Thomas Cook Netherlands:



The leading Dutch holiday provider

Thomas Cook Netherlands deploys Tealeaf to gain visibility into the online behaviour of its customers, to help eliminate customer struggle and increase conversion rates.

Thomas Cook Netherlands has seen significant growth in its online channel in recent years. And as customers continue to flock to the company's three Dutch websites instead of its high street stores, it is vital that customers choosing to book holidays through these sites enjoy the same positive customer experience as those who book with the brand offline.

CHALLENGES

Thomas Cook Netherlands understood that without clear visibility into what customers were experiencing on its sites, it was impossible to know why customers were struggling. Traditional web analytics solutions provided Thomas Cook Netherlands with lots of data about online customers, helping the company to identify where customers were regularly dropping off the site. But there was no way to know why these abandonments were occurring and therefore no clear steps the company could take to improve conversion rates or recover lost revenue.

A BETTER APPROACH

Thomas Cook Netherlands solved this problem by turning to Tealeaf and its online customer experience management (CEM) solution. With the ability to replay visitor sessions at a page-by-page, browser level, Tealeaf gives Thomas Cook the visibility into customers' actual online behaviour, allowing analysis of their motivations and providing insights into why abandonment or other site actions occur.

Using Tealeaf, Thomas Cook Netherlands is now able to discover and resolve customer experience flaws before issues impact other customers. Now, Thomas Cook Netherlands no longer needs to take a 'stab in the dark' when taking steps to optimise its websites. Instead, the company can gather the necessary qualitative and quantitative data to optimise the booking path.

In just three months, Thomas Cook Netherlands used Tealeaf to identify over €3 million in lost revenue by providing insight into typical customer struggles that were causing customers to drop off. Thomas Cook Netherlands has now optimised the site so that these issues are eliminated, which has had a significant impact on online conversion rates.

CUSTOMER PROFILE



Thomas Cook Netherlands, part of Thomas Cook Group PLC, is one of the largest travel providers in the Netherlands. It includes the operators Neckermann and Vrij Uit as well as the retail brand Thomas Cook Travel. Thomas Cook Netherlands provides more than 1.3 million holidays annually to Dutch travellers.

RETURN ON INVESTMENT

- > Tealeaf pinpointed a single payment issue that could have cost the business as much as €900,000
- > Tealeaf enabled call centre agents to recover €8-9,000 per day from abandoned transactions
- > Tealeaf uncovered a €1.68 million revenue opportunity by identifying the number of customers who incorrectly received zero search results

WIN 1 - TEALEAF IDENTIFIES A SINGLE PAYMENT ISSUE WHICH COULD HAVE COST THE BUSINESS AS MUCH AS €900,000 PER YEAR

Problem

Using web analytics, Thomas Cook Netherlands could see that significant numbers of customers were reaching the final checkout stage on its Neckermann and Vrij Uit websites, but were then dropping off for no apparent reason. The company had no way of identifying why customers were abandoning in such large numbers at the last step of the booking process. Attempts to recreate the issue by the development team also failed to shed any light.

Solution

Using Tealeaf, Thomas Cook Netherlands replayed a selection of the affected sessions and the problem immediately became apparent. In fact, the issue wasn't even a problem with either the Neckermann or Vrij Uit site, but with the third party payment provider. Thomas Cook Netherlands was able to analyse the customer sessions to identify the problem and share this information with the payment provider so that an immediate fix could be implemented.



While web analytics products provided us with large quantities of data, they failed to pick up why customers were struggling on our site. Tealeaf enables us to better understand the behaviour of our online customers, identifying actionable improvements that will optimise our website to improve conversion rates and customer retention.

Matthew Niederberger | Head of User Experience, Thomas Cook Netherlands

Benefit

Before deploying Tealeaf, the only way for Thomas Cook Netherlands to identify an issue such as this would have been through trial and error testing, which is both expensive and time consuming. Using Tealeaf's real-time data collection and analysis capabilities, Thomas Cook Netherlands could quickly identify that an average of five customers each day had been affected by the payment provider issue. Had this gone unnoticed, this issue alone could have cost the business as much as €900,000 over the course of a full year.

WIN 2 - TEALEAF REDUCES THE NUMBER OF ABANDONED BASKETS BY HIGHLIGHTING A PREVIOUSLY UNSEEN ERROR MESSAGE

Problem

The problem with many customer struggles is they go unnoticed unless a customer happens to contact the company to flag the issue. Thomas Cook Netherlands suspected that thousands of little issues on the site were causing problems for its customers, but had no proof.

Solution

As soon as Tealeaf was deployed, Thomas Cook Netherlands started replaying the sessions of customers who had abandoned baskets on its three websites. Using Tealeaf's sophisticated data analysis engine, it was possible to see commonalities between affected customers. The most significant of these was a previously unseen error message, which was displayed to 4% of all customers and occurred when changes were made to the departure airport during the booking process.

Benefit

Not only were the insights that Tealeaf revealed used to make changes to the site to solve this particular problem, the team was also able to add an alert that now sends an email to the company's contact centre every time a customer abandons the site with a full basket during checkout. Contact centre agents can then proactively get in touch with affected customers to help them complete their booking. Thomas Cook Netherlands recovers €8-9,000 in otherwise lost revenue each day using this process.

WIN 3 - TEALEAF IDENTIFIES A €1.68 MILLION REVENUE OPPORTUNITY

Problem

Booking a holiday is a time consuming process, with savvy customers often consulting various different websites in order to find that perfect getaway. When a customer phoned into the contact centre suggesting that the search facility on the website wasn't returning any results, Thomas Cook Netherlands was keen to see whether this was a one-off issue, user error or a more serious problem that needed further investigation.

Solution

Using Tealeaf, Thomas Cook Netherlands could see that there were two common reasons for the lack of search results. Customers were either searching for holidays that the company didn't offer or the searches contained spelling mistakes. Critically, 96% of customers simply abandoned the site when their search returned zero results. So the company set up an alert that prompted call centre staff to contact each affected customer.

Benefit

Thomas Cook Netherlands was able to identify a €1.68 million revenue opportunity by using these insights to make very simple changes to the search function on the site. In addition, the feedback from the follow-up calls provided the product team with the evidence to consider adding new destinations to its portfolio. The ecommerce team has also updated the site to add in 'were you searching for' suggestions for commonly misspelt destinations.

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.