

U-Haul International, Inc.



The leader in self-moving and self-storage

Tealeaf's customer experience insights have helped U-Haul optimize the company's online channel and significantly improve customer conversion and satisfaction.

U-Haul International's online channel consists primarily of a reservation scheduling system for rental equipment and a retail store offering moving supplies and services. Prior to implementing Tealeaf, U-Haul had multiple web properties operating in silos. The company sought to drive improvements with the goal of routing traffic from its brick-and-mortar stores to its web site. U-Haul also wanted to simplify the ordering experience for its customers in order to increase online reservations and purchases.

CHALLENGES

Turning expectations into realities was initially difficult for U-Haul. The company was in the process of consolidating multiple web sites and knew that customers were frustrated by the fractured ordering environment. The company had a number of site optimization tools readily available to resolve these issues but none of the reports or data that those tools provided were actionable. This left U-Haul struggling to answer questions like why customer conversion rates were higher for one product than for another—the answers simply were not rising to the top.

A BETTER APPROACH

To address these challenges, U-Haul turned to Tealeaf for an online customer experience management (CEM) solution that would enable them to get the reporting capabilities of a web analytics solution and also provide the ability to drill-down into the qualitative insights of real customer behavior. Tealeaf's unique replay ability (a page-by-page, browser-level recording of the actual customer experience) enables U-Haul to make better site optimization decisions based on actionable information. With Tealeaf, U-Haul has been able to break down the silos within its online channel and provide its customers with a more simplified reservation and purchase process. Tealeaf has enabled the company to meet its goal of providing a better multi-channel experience for its customers.

WIN 1: TEALEAF INSIGHTS HELP SHAPE U-HAUL INTERNATIONAL'S APPROACH TO VISITOR REMARKETING Problem

Deciding whether to remarket to visitors who abandon their transactions is a critical choice for an ebusiness. Remarket too soon and you risk cannibalizing revenue. Remarket too late and you might lose the customer forever. U-Haul was considering an aggressive coupon offer to encourage abandoners to return to www.uhaul.com but needed more data to make an informed decision.

CUSTOMER PROFILE



U-Haul has been serving do-it-yourself movers and their households since 1945. The company rents its orange and white trucks, trailers and vehicle tow devices through more than 15,000 independent dealers and 1,400 company-owned centers in the United States and Canada. Online, www.uhaul.com continues to grow its share of total U-Haul rental reservations.

RETURN ON INVESTMENT

> Tealeaf helps shape U-Haul International's approach to visitor remarketing.

> U-Haul leveraged Tealeaf's actionable insights to improve a site redesign project.

> Tealeaf enabled U-Haul to increase online customer conversion by uncovering a reservation issue deep within the checkout process.

Solution

In Tealeaf, U-Haul analyzed the number of customers that abandoned transactions only to return later to complete their purchases. Because Tealeaf is able to capture the entire customer lifecycle—across multiple sessions—this information was readily available. Reviewing this data, U-Haul realized that almost 30% of their online customers used multiple visits to complete their transactions. Armed with this valuable insight, U-Haul decided to avoid the coupon offer and instead implement an enhanced reservation experience that would make conversion easier for repeat visitors.

Benefit

Tealeaf's insights enabled U-Haul to forego a potentially costly coupon remarketing initiative and develop an approach to improve conversion based on repeat visitor behavior.



Before Tealeaf, we had an abundance of web analytics data but were still making site decisions largely on educated guesswork and anecdotal customer feedback. Now, Tealeaf helps us make better optimization decisions by enabling us to use customer experience as the focal point of our efforts.

David Bozovich | User Experience Specialist at U-Haul

WIN 2: U-HAUL LEVERAGES TEALEAF'S ACTIONABLE INSIGHTS TO IMPROVE A SITE REDESIGN PROJECT

Problem

Determining which steps to optimize in the reservation process can be a daunting task for ebusiness. Most tools fall drastically short when it comes to understanding complex customer behavior and this lack of visibility often forces attempts at trial and error optimization—which does not typically lead to the best results.

Solution

When U-Haul reviews customer sessions in Tealeaf, the company often learns something completely new about their website or customers. Before rolling out a recent site redesign project, U-Haul analyzed customer behavior in Tealeaf to determine where and how to focus their efforts. The company discovered that several customers had attempted to order services and product pairings that the site structure did not support. Specifically, customers were forced to make more than one order to receive everything that they wanted from the site. This did not raise red flags in other reporting tools but Tealeaf was able to show U-Haul that requiring multiple orders from a single customer is not necessarily a good thing. With these insights, U-Haul realized that their redesign project had to center around a new shopping cart model, rather than the linear step process that had been in place.

Benefit

Tealeaf's ability to enhance the redesign process has become a critical step in U-Haul International's optimization approach. By finding and eliminating issues that cause customers to struggle, Tealeaf has helped U-Haul lower its development costs and improve customer conversion.

WIN 3: U-HAUL IMPROVES ONLINE CONVERSION BY UNCOVERING A RESERVATION ISSUE DEEP WITHIN THE CHECKOUT PROCESS

Problem

Most site optimization tools are simply not designed to identify and resolve subtle usability problems. High-level reports may hint at an issue, such as lower than expected conversion in the reservation process, but without visibility into the customer experience, finding and removing the sources of these problems is nearly impossible.

Solution

U-Haul periodically watches customer sessions in Tealeaf to uncover these hidden usability issues. For example, the company had always known that a large number of customers abandoned their reservations at the reservation summary page, which was just prior to completing their bookings. However, it was not until a Tealeaf session analysis that U-Haul realized that a large number of these customers were abandoning their reservations—not for a competitor—but to contact U-Haul directly by telephone. It turned out that customers were wary to place orders online due to a lack of information on the reservation summary page and this prompted them to call U-Haul to complete their reservations. A simple text change on the summary page eased the worries of customers on the web.

Benefit

U-Haul International's small usability change has led to big benefits, as the company has increased customer conversion online, thereby lowering costs by reducing telephone calls to its brick-and-mortar locations.

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.