

HOLIDAYBREAK:



A European education, leisure and activity holiday group

Holidaybreak uses Tealeaf to optimize customer experience on its camping and holiday leisure web sites, resulting in substantially reduced site issues and dramatically increased conversion rates.

Holidaybreak is Europe's largest provider of leisure and activity vacations. Through a series of separate brands, including Eurocamp and Keycamp, the company sells every possible holiday option from hotels and flights to camping and activity vacations. Holidaybreak is committed to unifying user experience across each touch point and brand to ensure every customer receives the best possible level of service.

CHALLENGES

The company's transactional web sites are a substantial source of revenue, delivering over 50% of total bookings. In 2006, the company started investing heavily in SEO and other traffic generation measures to bring more visitors to its sites.

Holidaybreak originally relied on web analytics to monitor these increasing traffic levels and assess visitor activity. And, the reports from web analytics were great at revealing the points at which customers were dropping off within various transaction funnels. However, with only quantitative data points as evidence, it was difficult for Holidaybreak to make informed site optimization decisions because the company had no insight into exactly *why* customers were abandoning.

A BETTER APPROACH

To solve the problem, Holidaybreak turned to Tealeaf for an online customer experience management solution that would allow them to get all the reporting metrics of a web analytics product, and afford the ability to drill-down into the qualitative details of real customer sessions on their site. Now, instead of hypothesizing about why negative trends on the site are occurring, Holidaybreak 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 poor customer experience and abandonment.

With Tealeaf in place, Holidaybreak is continually finding areas of their sites to tweak and improve with astounding business benefits. For example, within hours of implementation, Holidaybreak identified that one in ten site visitors were experiencing some sort of error. Furthermore, after leveraging Tealeaf for less than a month, Holidaybreak identified enough previously unknown issues to decrease their 10% error rate to less than 1%—a 90% reduction. Equally impressive is the fact that Holidaybreak received a full return on its Tealeaf investment in only three months.

CUSTOMER PROFILE



A European-wide specialist leisure group, Holidaybreak has three operating divisions: hotel breaks, adventure travel and camping. The company has a multi-channel distribution network, with a particular focus on the Web, and is recognized for providing high product and service quality across every customer touch point.

RETURN ON INVESTMENT

> Tealeaf delivered a 3-month ROI.

> Holidaybreak improved conversion rates with Tealeaf by eliminating site obstacles that previously prohibited successful online transactions.

> Tealeaf helped Holidaybreak reduce site error rates by 90%.

> With Tealeaf, Holidaybreak has dramatically reduced the time required to diagnose and resolve site issues.

WIN 1: HUNDREDS OF POTENTIALLY LOST TRANSACTIONS SAVED WITH PROACTIVE USE OF TEALEAF

Problem

Holidaybreak depends on a third-party provider to manage credit card transactions. When internet cables in South London were damaged in April 2009, the payment provider's service was affected. Given there was a delay in notifying Holidaybreak of the downtime, Holidaybreak customers were given no indication as to why their payments were not being processed successfully online.

Solution

Tealeaf, through its real-time alerting functionality, immediately notified Holidaybreak that site errors and abandonment were on the rise. Holidaybreak then used Tealeaf to replay and analyze representative customer sessions. Within minutes, the ecommerce team was able to identify the problem and upload a proper site message. Further, because Tealeaf captures all the details about each customer session, Holidaybreak was able to generate a list of affected visitors. The company then had contact center agents proactively reach out to these customers and offer to complete their transactions for them.



Tealeaf allows us to place the customer at the heart of our online business. By resolving problems we didn't previously know existed, we have increased online revenue, improved the online experience, and almost entirely eliminated web site errors.

Barry Cooke | Ecustomer Experience Manager at Holidaybreak

Benefits

While the issue itself was out of Holidaybreak's control, Tealeaf provided instant awareness so the company could communicate directly with customers in a timely fashion. As a result, customer service was able to convert over 85% of contacted customers, saving hundreds of lost transactions and thousands of dollars in revenue. Furthermore, Holidaybreak customers were incredibly impressed by the company's high level of service.

WIN 2: HOLIDAYBREAK INCREASES SITE CONVERSION BY USING TEALEAF TO UNCOVER PERSISTENT SITE FLAW

Problem

One of the hardest aspects of customer experience management is discovering and resolving site issues that may be affecting only a few users per day but, over time, may actually have a significant, negative impact on conversion rates and online revenue.

Solution

In an effort to uncover such persistent problems, Holidaybreak decided to examine customer visits which resulted in abandonment specifically on the insurance page of the checkout process. What the company discovered through the use of Tealeaf's visual replay was that many of these customers had elected to use their own insurance rather than purchase additional coverage. However, a site glitch rejected the selection and produced an error message asking the customer to enter a different option. At this point, many customers left the site, although some actually scrolled down the page again to change their option. But an endless loop forced these remaining customers to abandon as well.

Benefits

Over time, this issue had been affecting a significant number of visitors causing a substantial loss in revenue, not to mention the degradation to customer satisfaction. With Tealeaf, Holidaybreak was able to resolve the issue and improve conversion for a problem that most web sites would have never known existed.

WIN 3: TEALEAF ENABLES HOLIDAYBREAK TO CONTINUALLY OPTIMIZE SITE USABILITY

Problem

With so many potential site changes to make, Holidaybreak struggles to prioritize design enhancements that will reduce user confusion and improve site success rates.

Solution

On a regular basis, Holidaybreak turns to Tealeaf to review real customer behavior and analyze on-page elements that cause user confusion. In one particular case, the company was specifically examining sessions where customers traversed the terms & conditions page of the checkout process twice in the same visit. Using Tealeaf, they discovered that many of these visitors were simply missing a required check box necessary to confirm acceptance. As a result, customers were forced to repeat the step or, in the case of frustrated users, abandon the process.

Benefits

Tealeaf provides Holidaybreak with unparalleled visibility into ways to optimize the customer journey. In this case alone, a simple page redesign produced a resounding 50% reduction in page usability errors, thereby improving conversion rates and enhancing the overall customer experience.

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.