opinionlab. feedback anytime, anywhere™

customer snapshot: expedia

company

Expedia, Inc. is the largest online travel company in the world, with an extensive brand portfolio that includes some of the world's leading online travel brands, including Expedia.com, Hotels.com, Hotwire, and other leading online travel properties. Expedia covers virtually every aspect of researching, planning, and booking travel, from choosing the best airplane seat, to reading personal travel reviews of hotels, to planning what to do in a destination once you arrive. Expedia's mission is to revolutionize travel through the power of technology.

challenge

A passion for the customer experience is ingrained deep within Expedia corporate culture. In the extremely competitive online travel space, they were looking for a performance edge that would help them deliver the most remarkable customer experiences possible. The company built a cross-functional, cross-departmental team to analyze customer feedback. To empower that team with the proper tools, Expedia went looking for a first class Voice of Customer feedback technology partner that would help them proactively identify, track, and resolve problem areas on their website.

Expedia was particularly thrilled with the ability to download OpinionLab comments via API into their own database. This allowed them to efficiently manage comments and cases, assign comments to groups for notification, and intelligently track root causes.

In one very specific example, they were able to identify a critical pricing issue that threatened to affect a sizable segment of their audience. During the booking process, customers reported seeing rates for rooms and flights jump suddenly after they signed in with their login credentials. Long-term, high value customers were accusing Expedia of practicing "bait and switch" tactics. Having identified this major challenge using opt-in, page-specific feedback, they rapidly introduced a patch to fix the post-login pricing inconsistencies.

solution

Expedia went live with OpinionLab's real-time, opt-in feedback solution across 20 different digital points of sales and immediately started collecting feedback in 16 different languages. The feedback program ramped up quickly, rapidly reaching over 250 comments per day. Expedia wanted to keep the Comment Cards simple, giving the customer an accesible, universal way to opt-in from anywhere and tell them what they think. This direct, page-level feedback would be immediately routed to areas where help could be found.

results

By identifying the pricing issue early on using always-on customer feedback technology, Expedia was able to fix the glitch before it had a serious impact on topline revenue. Once action was taken, they quickly saw a 90% reduction in customer feedback related to pricing issues. According to Expedia's estimate, if OpinionLab had not identified the pricing inconsistency, as many as 30,000 monthly transactions would have been put at risk, thus jeopardizing millions of dollars of monthly sales revenue.

Expedia

"OpinionLab Voice of Customer opt-in feedback has literally transformed our organization. More than a dozen groups use the feedback daily. OpinionLab gives us direct visibility to the actual customer experience and helps us clearly understand and immediately address any issues."