



Region

Global



Solutions

Verint® Experience
Management™



Industry

Travel and Hospitality

Results

- Improved KPIs such as CSAT and digital containment.
- Enhanced customer journey data to improve CX.
- Prioritized improvements in high-impact areas.

Opportunity

A global travel leader needed a better way to create a holistic picture of its customers—from who they are to their experiences with the company. By gaining visibility into customer feedback and behavior across its digital channels, the company's digital, voice of the customer, IT, marketing, and revenue teams are empowered to work together to resolve issues impacting customer experience (CX).

The travel company chose Verint® Experience Management™ solutions to help it better understand customer behavior cross-functionally across channels, creating an early warning system to address and fix issues before they can impact critical key performance indicators (KPIs).

Solution

With Verint Experience Management, including its robust survey management and predictive modeling capabilities in particular, the global travel leader has access to CX analytics that enables it to see what actions customers are taking across its channels. Further, the Verint solutions enable the company to correlate behavioral data with attitudinal data. The attitudinal data describes customers' perceptions: what they think they're doing and the challenges they face. The behavioral data demonstrates what actions customers took.

Comparing the behavioral and attitudinal data is extremely valuable. It enables the travel company to evaluate any disparity between the feedback customers provide regarding their experience and their actions. For example, if a customer provides feedback indicating they could not accomplish a specific task, but the data reveals they did accomplish it, the company uncovers an area of improvement to address. As a result, it can identify where processes break down and resolve the issues to enhance CX.

Verint Experience Management also helps the global travel leader identify areas needing additional measurement on new and old web pages, as well as experiences across channels. As the company rolls out new experiences, multiple teams are involved in the process and the data empowers cross-functional improvements and synergy. For instance, the analytics team can evaluate areas where they need click tracking or other forms of measurement. The data is also used to enhance personalization based on analytical segments of customers, and it enables the user experience (UX) research team to do hands-on testing for new page designs prior to launch.

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Benefits

Verint Experience Management helps the global travel leader understand where CX is breaking down and, in turn, prioritize fixes to help improve performance. In particular, the travel company evaluates two key metrics: customer satisfaction (CSAT) and digital containment.

The company uses CSAT scores as one of the primary KPIs in its digital department. A combined digital CSAT metric is employed, which is a weighted average of the company's website, both on the desktop and on mobile devices, and its mobile app. CSAT scores are rolled up to the president of the company twice a week.

During the pandemic, the travel company saw an increase in customers wanting flexibility in changing or cancelling bookings, as well as access to information regarding travel requirements. The company embarked on a survey redesign across its digital platforms to address this need and measure its performance. This included targeted questions to better quantify CX and understand CSAT fluctuations.

Another area Verint Experience Management helped the travel company better understand CX was with refunds. The company created a survey to ask customers about the refund process, which empowered it to measure the effectiveness of messaging around refunds and, in turn, improve processes.

The other metric that the global travel leader routinely measures is digital containment. Digital containment is the percentage of customers that the company feels were successfully deflected from contacting the call center based on their task accomplishment scores—or, in other words, their ability to successfully complete their task or

get their question answered without having to speak with a travel company employee. For example, if the customer selects anything other than calling a live agent to address their issue, then the interaction is considered successfully contained.

Verint Experience Management helps the travel company combine information on errors or issues customers have when interacting with the company's website or mobile app with the digital containment scores to understand which areas are driving the most call volume. The company can filter to a specific page or primary reason or even use unstructured text and specific keywords. If there are multiple reasons for customers to visit a page, the company can understand what actions certain visitors take, which helps it optimize the page for upselling, improved information, enhanced navigation, and more.

Verint Experience Management also empowers the travel company's self-service team to resolve escalations. For instance, if a customer indicates they had an issue navigating the website or mobile app, the team can use surveys to understand if other customers are having similar issues and, ultimately, identify if it's a broader or one-off issue. Additionally, the data reveals whether the errors are on the customer side, due to policy, or if it's due to an IT issue, so the company can fix the problem and improve CX.



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