



CX & eCommerce for travel

| Bringing the customer to life



CX quality is stagnant despite growing proof of its importance.

“CX leaders grow revenue faster than CX laggards, drive higher brand preference, and can charge more for their products”¹

Getting the right tools to support CX projects is essential.

In a recent poll, we asked over 100 travel industry executives to **rate their use of CX tools on a scale of 1 to 10.**

Travel industry companies self-rated themselves as **only 3.8 out of 10** on average²

With only **2.6%** self-rating themselves as a **10 out of 10**²

The key is to **differentiate** based on **customer experience.**

In the poll, the 100+ travel industry executives were also asked to **rate their company's maturity for customer experience analytics.**²



33% Reactive



48% Proactive



15% Advanced

Highest priority CX use cases for travel²

Poll results

1 **26%** A/B & MVT Testing Integration

2 **21%** Google Analytics Integration

3 **15%** Quantifying the size of the issues

It's time to focus on the customer

How well do you know your customers or issues they may be experiencing?

95%

of Travel eCommerce heads report they find it **challenging** to understand what struggles customers may have on their website³

50%

of customers' issues are known to Travel companies **at any one time**³

85%

of Travel retailers report facing a **checkout abandonment**³

Learn the story behind the data

Increase revenue, improve conversions, decrease fraud, speed find and fix, reduce costs and streamline capabilities throughout the business while **never losing focus of the customer.**^{4,5}



Around **5%** of your revenue could be missing



Visualise customer obstacles and resolve issues **10x** faster



Discover up to **20%** more conversions

See it in action
Contact us for a **free demo**

Sources
1 Forrester's Top Customer Experience Research Findings Of 2018
2 UserReplay & Phocuswire, Webinar
3 UserReplay, The Ever-Changing Travel eCommerce landscape eBook
4 UserReplay, Meet in the Middle eBook
5 UserReplay



Customer Experience Replayed