

Case Study

Online Travel Company Develops First Online Travel Advisory Panel for Fast and Actionable Customer Insight.



Challenge

Expedia had an ad hoc, somewhat haphazard mechanism for getting consumer and travel agent input. They sought a more systematic and regular process and toolset for getting insight on such critical issues like website usability, promotion effectiveness, future hot travel trends and travel destinations.

Solution

We helped architect the travel industry's first online panel. We recruited and profiled a representative panel of customers and agents and surveyed them for a variety of customer satisfaction and loyalty issues, as well as testing new services and promotions.

Results

In the turbulent months after September 11, 2001, Expedia was able to read and anticipate travelers' vacation and business needs, customizing domestic and close to home packages. The company successfully rode out the dramatic slow-down hitting the industry in late 2001 and 2002. Since then, Expedia has been able to get feedback quicker and with higher quality for website optimization, and higher ROI web promotions and marketing campaigns.