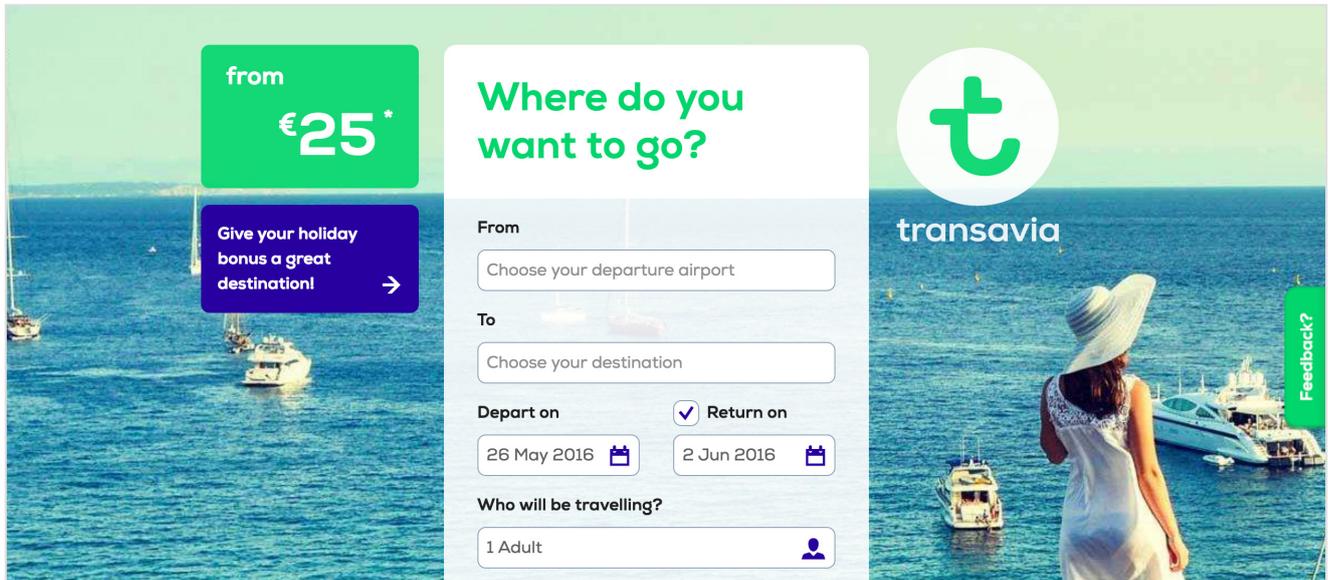


## Flying High: Transavia builds a Better Booking Flow with Usabilla



### The Project

In 2015 Transavia re-launched their website and one of their biggest priorities was to make sure the transition was as smooth as possible for their customers. On top of this, Transavia wanted to incorporate feedback into the whole organization and measure employee “mood” and satisfaction daily.

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*I would recommend Usabilla to everyone who wants a clear overview of customer feedback on every digital touchpoint.*

VANJA MLACO  
DIRECT SALES, TRANSAVIA

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### The Challenges

To achieve this, Transavia wanted:

- A simple, non-intrusive and powerful tool to collect customer sentiment and feedback on their new website
- To validate internal assumptions and ship features based on qualitative data
- To identify bugs and errors on time so conversion rates are not impacted
- To measure employee “mood” and satisfaction on a daily basis for HR purposes

### The Solution

After doing some market research, Transavia chose Usabilla due to:

- The quick implementation, using their tag management solution
- Usabilla’s API
- The clear reporting dashboard where customer “mood” can be monitored daily
- The flexibility of the solution: a survey can be created and implemented in just a few clicks
- The extensive survey targeting options

# The Results

After collecting over 90.000 feedback items, Transavia got some excellent results:



## Improved their Passenger Experience Index

By directly identifying and handling customer pain-points, Transavia improved customer experience across various digital touch-points. This contributed to the overall improvement of their Passenger Experience Index.



## Streamlined the booking flow

Transavia implemented an exit survey after the booking process to identify potential problems. The survey had a completion rate of 4% and gave the company invaluable insights to improve the overall customer journey and decrease abandonment rates.



## Boosted their Employee Experience Index

Transavia has ipads at different locations (office, airport etc.) and asks how employees are feeling every day. This data is then processed in real-time and displayed via the API on big digital dashboards. The insights collected have been used by their HR department to measure and improve internal efforts.



## Prioritized features based on qualitative insights

The airline organizes internal monthly meetings where different departments (product, customer care, user insights etc.) map out the top 5 issues to work on. The touchpoints are then mapped out and verified via Usabilla. In this way all website iterations are validated and prioritized accordingly.

“

*We were really surprised to see how many people are willing to leave quality feedback. Most feedback items we receive are actionable and help us to constantly improve.*

VANJA MLACO  
DIRECT SALES, TRANSAVIA

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