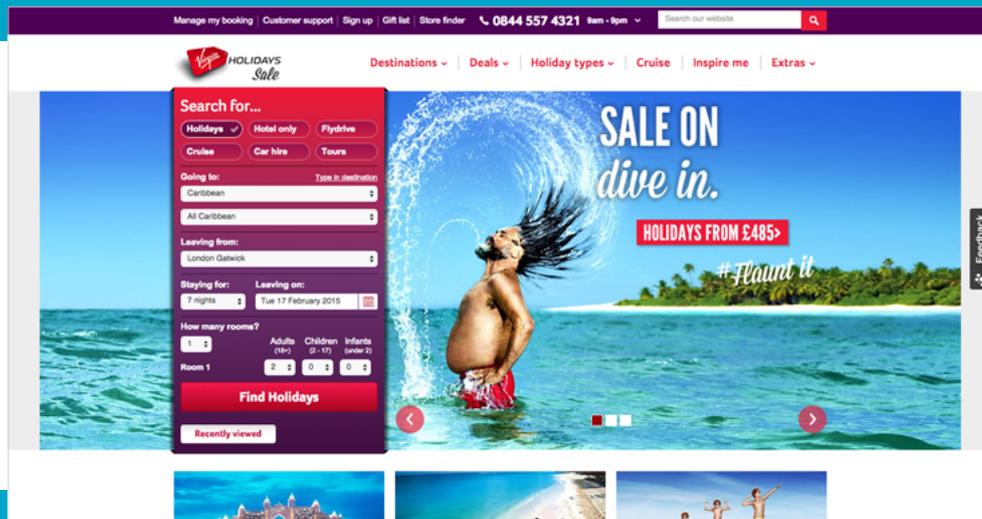


Viewing a website through the customer's eyes



Industry: Travel
Website: virginholidays.co.uk
Using Live Since: Feb 2014

A member of Branson's Virgin Group, Virgin Holidays was formed in 1985, shortly after the airline Virgin Atlantic.

They are one of the largest and most successful tour operators in the UK,



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The ability to see exactly what a customer is looking at when logging feedback has proved invaluable.
 ”

Matthew Walsh,
Online Trading Conversion Manager at Virgin Holidays

Takeaways

- Customer feedback provides Virgin Holidays an alternative testing method, different to analytics. Qualitative feedback allows them to better understand their customers.
- The ability to see which part of the page feedback refers (via screenshots) to is especially beneficial. This allows Virgin Holidays to identify issues which would have otherwise remained hidden.
- Feedback helps to identify bugs and points of customer confusion. Screenshots and comments show Virgin Holidays what needs fixing, so they can act on it immediately.

Putting the focus on Customers

Virgin Holidays first approached Usabilla after moving to a more rigorous testing approach. To support this approach, it was clear they would need to collect customer feedback. Although Virgin had always used analytical tools, they'd never used one specifically for feedback. To Virgin Holidays, qualitative customer feedback is invaluable.

With over one million website visits a month, traffic volume for Virgin is high. This high volume, coupled with high response rates, makes collecting feedback easy to justify.

Life with Live for Websites

Virgin Holidays soon had their whole E-Commerce team using Live for Websites. The team checks feedback when time permits, forwarding it to the appropriate contact within the company. This helps ensure a swift resolution.

“Particularly beneficial is the ability to see exactly which part of the page feedback refers to”, says Matthew Walsh, Online Trading Conversion Manager at Virgin Holidays.

“This allows us to identify device specific issues with certain site functions. Issues which would have otherwise remained hidden.”

It is this which makes Live for Websites so valuable to Virgin,

“The ability to see exactly what a customer is looking at when logging feedback has proved invaluable. It is the difference between new and known information. A reference to the issue's exact location saves us a notable amount of time to solve it.”

The Customer feedback

Virgin Holidays receive a lot of product & pricing feedback. This is critical – if customers aren't seeing the correct prices, they won't buy.

As Matthew tells us, “We identified many bugs and points of customer confusion. For example, confusion over phrasings such as ‘Premium All Inclusive’ vs ‘All Inclusive’.”

In conjunction with accompanying screenshots, feedback ensures issues are found and resolved immediately.