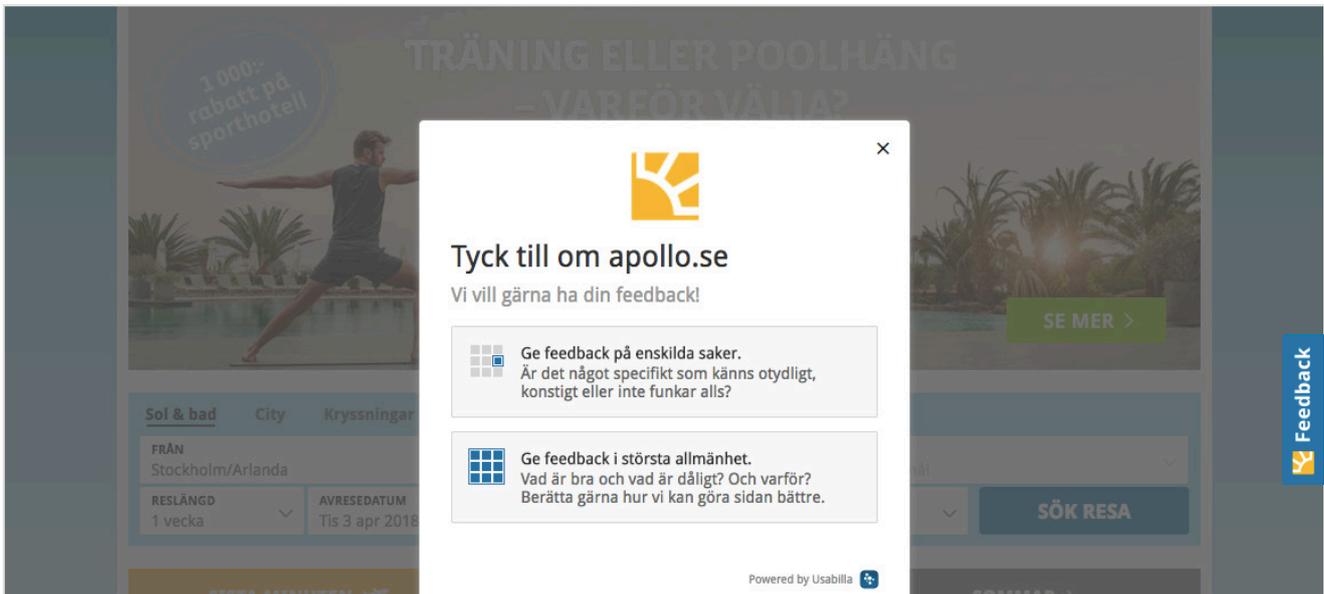


## How Usabilla supports Apollo to drive a customer-centric organization



### The Project

Apollo is one of the Nordic region's leading tour operators, helping up to a million travelers annually to see the world. With the large majority of their trips booked online, it's essential that their customers have a positive experience throughout the entire

booking process. Partnering with Usabilla, Apollo's objective was clear and specific: Improve the overall customer experience of the website. In achieving this, they hoped to see an increase in conversion rate and, in turn, a boost in revenue.

“*The initial months were 100% focused on receiving feedback. And, although it may seem like a simple premise, the feedback we gathered - and continue to gather - is extremely important. It plays an integral part in enabling us to put our customers first in everything we do.*”

**MATTHIAS LEWIN**  
PRODUCT OWNER - DIGITAL CHANNELS  
OPTIMIZATION, APOLLO

### The Challenge

In order to make the necessary improvements Apollo needed:

- Quick and clear insights that demanded little resources
- The ability to judge customer sentiment throughout the booking flow
- Simple feedback management with in-depth analytics

# Putting the customer first

Usabilla supports Apollo in really connecting to customers and they are already seeing results.



## Improved booking flow

Through implementing Usabilla, Apollo uncovered a point of friction in their booking process. The feedback received allowed them to instantly address the issue and, in turn, significantly decrease drop-off rates.



## More satisfied customers

By acting on both active and passive feedback left by customers, Apollo is able to completely optimize the digital experience, making even the smallest of tasks easier for users. The result? Much happier customers.



## Deeper insights

By running Usabilla campaigns on low traffic pages i.e. a specific hotel offering, Apollo is able to uncover the *why* behind their quantitative analytics and optimize accordingly.



## Increased revenue

Making changes based on real-time customer insight has a direct impact on conversion rate, resulting in a continued hike in revenue for Apollo.

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*We have always considered ourselves to be customer-focused. Whenever we have large projects, we always analyze our data to ensure each channel is fully optimized. With Usabilla, we now have the possibility to gather feedback from our website visitors in each step of their journey adding a constant stream of qualitative data which allows us to improve channels each and every day.*

MATTHIAS LEWIN

PRODUCT OWNER - DIGITAL CHANNELS OPTIMIZATION, APOLLO

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