

fullstory × **FLIGHT CENTRE**

Flight Centre optimizes global retail ecosystem and improves operational efficiency with FullStory

CUSTOMER STORY



FLIGHT CENTRE

ABOUT

- **Industry:** Travel
- **Company size:** Enterprise
- **Use cases:** Align teams around product priorities; Make data-informed feature updates; Reduce user-impacting errors

Founded in 1982 in Brisbane, Australia, Flight Centre is now one of the world’s largest business and group travel management companies, with over 2,600 travel consultants globally. Today, Flight Centre manages an ecosystem of software and procurement networks used by leisure and corporate travel agencies across 10 countries, spanning APAC, EMEA, the Americas, and Asia. Flight Centre implemented FullStory’s Digital Experience Intelligence platform in order to understand and improve how hundreds of travel consultants use their softwares—with the ultimate goal of delivering their customers amazing service while increasing bookings and revenue.

“ FullStory was integral for improving products in our retail ecosystem with a lean team—it allowed us to uncover the ‘unknown unknowns’ and prioritize which actions to take. In this situation where we’re rapidly releasing product updates, we need to know what’s going on in the product in real time, and FullStory enables us to do that at scale, globally, with a small team.”



— Hans Einner Barroga
Experience Design Lead
Flight Centre

Flight Centre improves booking process and accelerates feature adoption

Align UX and dev teams for faster resolution

Before using FullStory, Flight Centre’s UX and product development teams frequently spent up to two weeks finding the root cause of a single bug or a user friction point—and even then the impact on users wasn’t always fully understood. Now, when an error arises, Flight Centre teams can quickly look in FullStory to see how many users are affected by a bug and instantly watch replays to understand its full context—reducing the investigation and prioritization process from weeks to days.

Iterate on product rollouts in real time

Flight Centre’s success pivots on user-friendly tools for its network of consultants. When the Flight Centre team began making updates to its system, they decided to launch global updates one region at a time to iteratively learn and make improvements. By using FullStory to quantitatively and qualitatively monitor each rollout, Flight Centre was able to enhance the product with each region launched.

Diagnose and solve booking errors to increase conversions

Before implementing FullStory, Flight Centre’s UX team was aware that many users were encountering booking errors—but without context or the ability to reproduce the errors, UX designers were left guessing at the root cause. With FullStory’s Session Replay and Dev Tools, not only could the product team see exactly what the errors look like through the users’ eyes, they could identify that the error was happening at the API level and collaborate with engineering teams to correct the issue. This ultimately led to a 22% decrease in how frequently a booking isn’t confirmed because of a technical issue.

Improve key feature to increase adoption

Using FullStory's funnel analysis capabilities, the Flight Centre teams discovered that only 6% of consultants were using the "share" feature to send vital travel documents to clients. Additionally, they discovered that consultants wanted the ability to send a personalized note and “from” email address when they shared documents—which the “share” feature didn’t allow. By adding these capabilities to the product’s “share” feature, Flight Centre saw a 24% increase in feature usage within the first three months of the update.

RESULTS

22%

Decrease in booking fail rate

24%

Increase in usage of key feature

5

Flight Centre teams using FullStory

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