



CUSTOMER STORY

GOL Airlines improves customer satisfaction by streamlining their digital experience





ABOUT

As Brazil's largest domestic airline, GOL Airlines offers 73 destinations within the country for travelers to explore. The GOL team recently shifted focus to building brand loyalty through a better overall customer experience—from ticket purchase to post-travel follow-up. That's why, after relying solely on Google Analytics' quantitative analysis for many years, the GOL team wanted to understand the qualitative "why" behind their site and app's performance numbers. With guidance from H3 Solution BR, a Fullstory Expert Partner, GOL was able to provide a better experience for its customers and internal teams.

INDUSTRY

Travel & Hospitality

COMPANY SIZE

Enterprise

PARTNERS



RESULTS

\$146k

Worth of support time saved

8%

Increase in digital self check-in conversions

3 hours

Time to locate, investigate, and fix a critical issue

Give customers a seamless path to conversion

GOL Airlines knows traveling can be stressful. To help minimize worry, they offer digital self check-ins, allowing travelers to quickly confirm their flight. However, using Fullstory, the GOL team noticed that errors were frequently occurring in the check-in process for both their website and app—creating the exact opposite of a stress-free experience for their users. Equipped with this crucial information, the team used Session Replay to identify 13 common workflows in the check-in process being affected by a single error. After implementing a fix to the issue, the team saw a 8% uptick in overall self check-ins—saving roughly 2,000 USD worth of support time per airport location.

Minimize unavoidable frustration with proactive solutions

To save countless hours of customer support time after unexpected and inevitable flight changes such as weather or maintenance issues, the GOL team identifies passengers that need to update their itinerary and proactively share adjustment options via email or in-app. In order to know which customers to reach out to, the team relies on Fullstory data imported into a centralized data lake using Data Destinations. By combining their qualitative and quantitative digital experience data with additional information the business collects, GOL can easily identify which customers are affected and minimize frustrations with thoughtful communications.

Identify and resolve customer journey disruptions quickly

To ensure they can stop disruptions in their tracks, the GOL team uses Fullstory dashboards to monitor important actions happening throughout their digital experience. One example where the team's tracking paid off: when rebooking numbers suddenly plummeted from their average daily rate of 300 to 0, the team used Session Replay to investigate. They discovered a critical error in their booking flow that made rebooking impossible, cutting profits from hundreds of potentially booked flights. With the context collected using Fullstory, the team escalated the issue to their engineering team, who implemented a solution within 3 hours of the initial discovery.



Fullstory brings us a lot of visibility into what our customers are experiencing when using our website or app. Before Fullstory, we could only see when users were leaving our channels, but we wouldn't know why. Now we know why."

Felipe Hillmann,
Head of Marketing, GOL Airlines