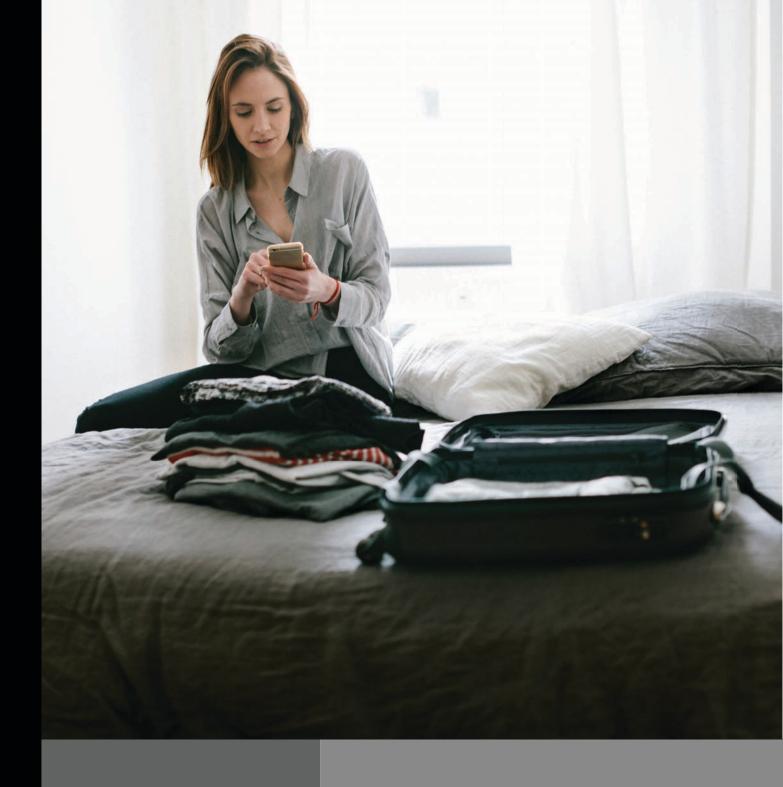fullstory ✕ TRAVEL+ LEISURE

Travel + Leisure Co. increases conversions and reduces time to booking with FullStory insights

TRAVEL + LEISURE

Travel + Leisure Co. revolutionizes customer issue resolution and iterates on key site features with FullStory

ABOUT

- **Industry:** Travel & Hospitality
- **Company size:** Enterprise
- **Use cases:** Increase conversions, Improve login flow, Monitor success of new features

With a portfolio of nearly 20 resort, travel club, and lifestyle travel brands, Travel + Leisure Co. is one of the world's leading travel membership companies. In addition to providing members with global vacation experiences, Travel + Leisure Co. is a trusted curator of vacation-inspiration content. In recent years, Travel + Leisure Co. has begun launching strategic digital transformation initiatives, including the implementation of technologies like FullStory to help them provide a delightful, modernized customer experience across digital touchpoints.

" *Having your eyes wide open about your customers' experiences and frustrations is critical to making good decisions about your customer journey. The ability to review sessions and watch a customer through their troubles has been incredibly impactful in how we solve for customer issues on the product side.* "

—
Kevin McAuliffe
SVP, Digital Transformation and Delivery
Travel + Leisure Co.

Get ahead of issues and improve customer happiness

Before using FullStory, the customer-facing teams at Travel + Leisure Co. typically reacted to customer requests and complaints as they cropped up–more or less addressing issues one at a time. Now, using FullStory, when a customer reports a problem, the team is able to view the issue with session replay, identify the root cause, and fix bugs or UX errors that were causing widespread issues. Over time, this has enabled their teams to provide proactive customer support and solve problems before customers experience and report them.

Decrease time to booking

Travel + Leisure Co. recently launched features to make booking accommodations smoother for customers, including enhanced search functionality, destination recommendations, and specific additional travel dates. After each feature launch or update, Travel + Leisure Co. teams use FullStory sessions and analytics to understand the success or drawbacks of the change, and iterate based on that data to provide the best possible booking experience. Ultimately, the changes they've implemented through this process have shaved four minutes off the overall time to booking on the site–an almost 19% decrease.

Fix login issues quickly

For years, the Travel + Leisure Co. call center received complaints from customers who were unable to log into the site–a problem the team could never quite determine the cause of. By watching FullStory sessions, Travel + Leisure Co. discovered that their login process allowed users to input unsupported special characters that caused login issues later. Without the ability to watch user sessions, it would have taken many more months to identify and solve the problem.

Correlate feature usage with higher conversion rates

An innovative feature on the Travel + Leisure Co. site allows customers to add destinations to their "Wishlist," which saves users' favorites for easy navigation. By monitoring the feature with FullStory, they found that customers who interacted with the Wishlist were 8.6% more likely to create a booking than those who didn't engage with it. Knowing exactly how valuable this feature is enables Travel + Leisure Co. to continue using FullStory insights to create data-driven iterations, and to have a better understanding of how and where to best incorporate the Wishlist into the customer experience.

RESULTS

9%
Conversion rate increase for customers who interact with a key feature

3
Club websites using FullStory, and counting

18.5%
Decrease in time to booking

fullstory