



Listening Reaps Big Rewards

Orbitz Worldwide is a leading global online travel company that uses innovative technology to enable leisure and business travelers to search for, plan and book a broad range of travel products and services including airline tickets, hotels, car rentals, cruises, and vacation packages. For more information, visit www.orbitz.com.

CHALLENGE:

Orbitz was collecting customer feedback at a limited number of touch points and found it difficult to use the data effectively to influence business decisions. They had faced three main challenges:

SOLUTION:

As part of their initiative to embed customer insights throughout the organization, Orbitz deployed Clarabridge to collect, analyze, and operationalize information from every stage of the customer journey.

RESULTS:

Orbitz has been named the #1 travel website, and Orbitz Rewards is the #1 travel rewards program.



CASE STUDY: ORBITZ

When companies listen to their customers, everybody wins. This is particularly obvious in the case of Orbitz, the industry's leading travel site.

Too Little Data, Not Enough Analysis

Orbitz was ahead of the pack when it came to using customer feedback in their company. They understood the need to capture customer feedback, particularly in the area of customer service. They were employing long-term metrics, and sharing the information with the customer experience team. The data was being used for employee coaching and management. In addition, some initial small-scale investigation of the user experience was being done with regards to the website.

Although the data being captured was valuable, it was limited. Customer feedback was only being collected from a few of Orbitz's potential touchpoints – leaving critical areas of the business neglected, including the booking process. The data being collected had neither the scope nor the focus to be beneficial for long-term strategy development. In addition, very little in-depth analysis was being done, and whatever was being conducted was not being distributed or shared with other departments. While Orbitz valued customer feedback, they had not taken the steps necessary to develop an enterprise customer focus, and like many companies were making “gut-based” decisions rather than those based on the voice of the customer.

Taking The Next Step

Orbitz recognized four needs in order to take their customer experience program to the next level:

- **Top-down support:** Customer experience champions solicited support from the executive level to ensure a cultural change throughout the organization.



CASE STUDY: ORBITZ

- **Data access:** Data was siloed throughout the organization. Making sure that data from any source was available to anyone who needed it was key.
- **Sharing and collaboration:** Results and insights were also shared, with cross-functional teams working to implement solutions based on customer feedback.
- **Analytics tools:** To ensure that all the data was processed and analyzed correctly to uncover insights, Orbitz chose Clarabridge. With a program in place to both intelligently and consistently analyze the feedback and provide actionable insights, Orbitz was able to expand their feedback collection to get data from every encounter with the customer.

They implemented post-booking customer satisfaction surveys and on-site capture surveys. Using Clarabridge, they were able to look at point-in-time comments as well as trends. Website usability issues were easy to spot, and they could dive into specific areas including customer service, or the mobile app store.

Orbitz also began looking for global insights, about how the customer experience changes in different regions, and for foundational insights such as what customers want and expect in the future. They began distributing and publicizing results throughout the organization, and then storing the information in a data warehouse to archive everything Orbitz has learned about their customers' experience.

Using the Clarabridge solution has helped Orbitz to connect customer satisfaction to customer value by understanding the difference in purchasing behavior between a customer with low satisfaction versus one with higher satisfaction. In addition, they are now able to understand and act on major dissatisfiers, determine when program language needs to be clarified, and even streamline processes such as online ticket exchange.



CASE STUDY: ORBITZ

Orbitz Rewards

Another major example of the way Clarabridge has contributed to Orbitz's success is in the development of the Orbitz Rewards program. Using Clarabridge, Orbitz determined that customers liked the idea of a loyalty program to motivate them to stay with one travel site. However, they demanded that the program be easy to use, with transparent value and access to point balances and rewards through any channel. They also wanted something that provided rewards as close to real-time as possible. With these needs in mind, Orbitz redesigned their entire user experience to integrate the new Orbitz Rewards program. Users have the chance to earn or redeem "Orbucks" with every transaction, through any channel, at an easily understood rate. Since the launch, both qualitative and quantitative feedback on the program as a whole has been captured and processed, along with early indicators of trouble, areas where the program description needed to be modified, and website usability issues. By examining this feedback and correcting problems quickly, Orbitz ensured a successful implementation of the Orbitz Rewards program; within one month of launch, it had reached the 1 million member mark, and has nearly 2 million members to date.

Everybody Wins

Because Orbitz has established processes for listening to and using customer insights throughout the organization, their customers have won both an improved customer experience and the chance to participate in a truly rewarding loyalty program. Thanks to their customer-centric focus and the excellent customer experience they now provide, Orbitz has won not only the loyalty of their customers, but industry accolades as well—the American Customer Satisfaction Index named Orbitz the #1 travel website and ranked Orbitz Rewards as the #1 travel rewards program.