



## Using Quantum Metric to improve the holiday booking experience

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## About Me

- Janica Soppela
- eCommerce Manager, Finnair Holidays
- Previously Web Manager at Holiday Club
- Started at Finnair in August 2018
- Goals as eCommerce Manager to:
  - Increase sales
  - Improve eCommerce customer experience



# What's in this presentation

- About Finnair Holidays
- Use case: Finnair Holidays packages
  - Identifying customer struggle
  - Moving from data to insight
  - Improving user experience
  - Testing and optimization
- What's on the roadmap?
- Q&A



# Finnish Leisure Travel Market, incl flights



## FULLY INDEPENDENT TRAVEL

3 010 000  
pax

+4%  
vs LY

**FINNAIR** **norwegian**

**SAS**

Booking.com

**airbnb**

## PACKAGE HOLIDAYS / TOUR OPERATORS

876 000  
pax

+12%  
vs LY

**aurinko**

**TJÄREBORG**

**TUI**

**Matkavekka**

## DYNAMIC / PACKAGE HOLIDAYS / FOREIGN TOs& OTAs

294 000  
pax

+19%  
vs LY

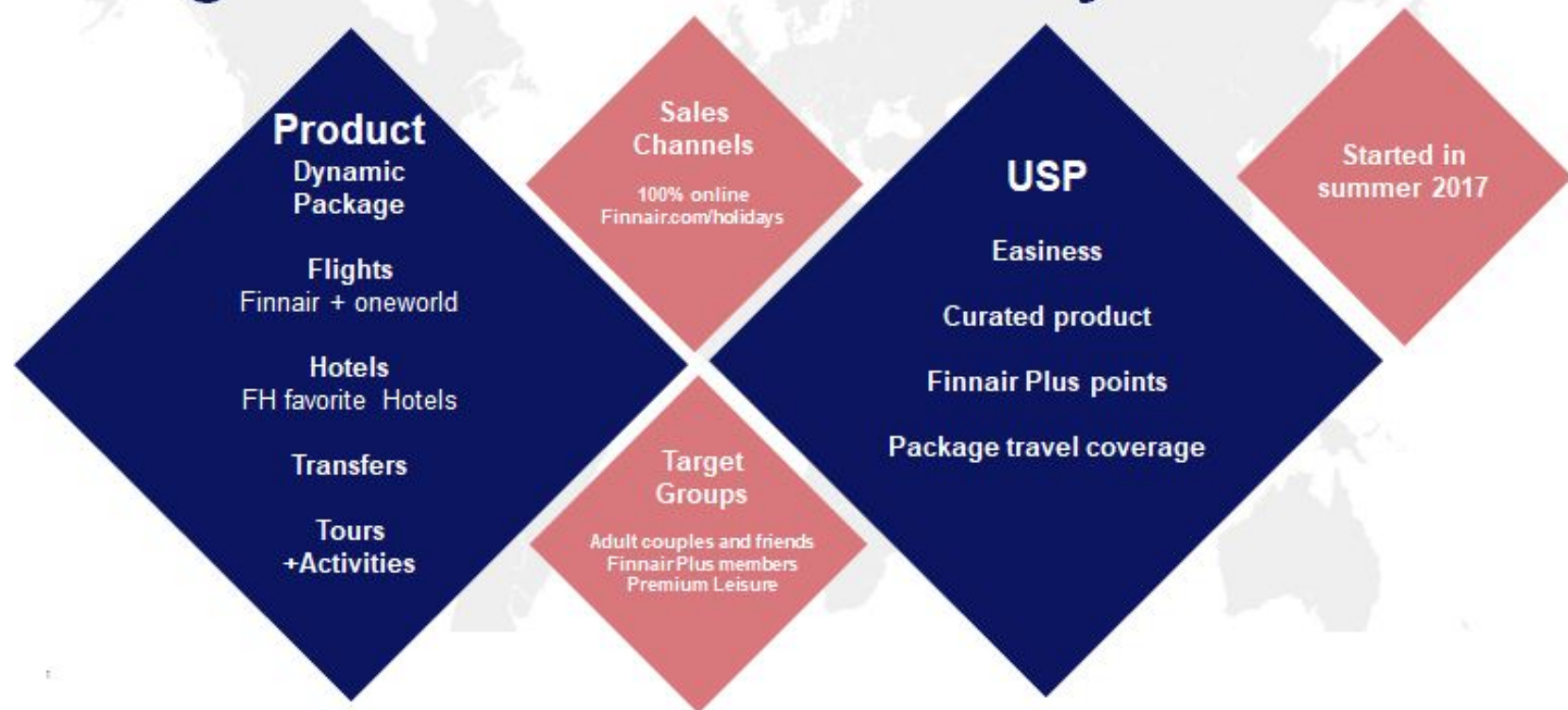
**Expedia** **travellink**

**SUPER  
SAVER**

**FINNAIR  
HOLIDAYS**

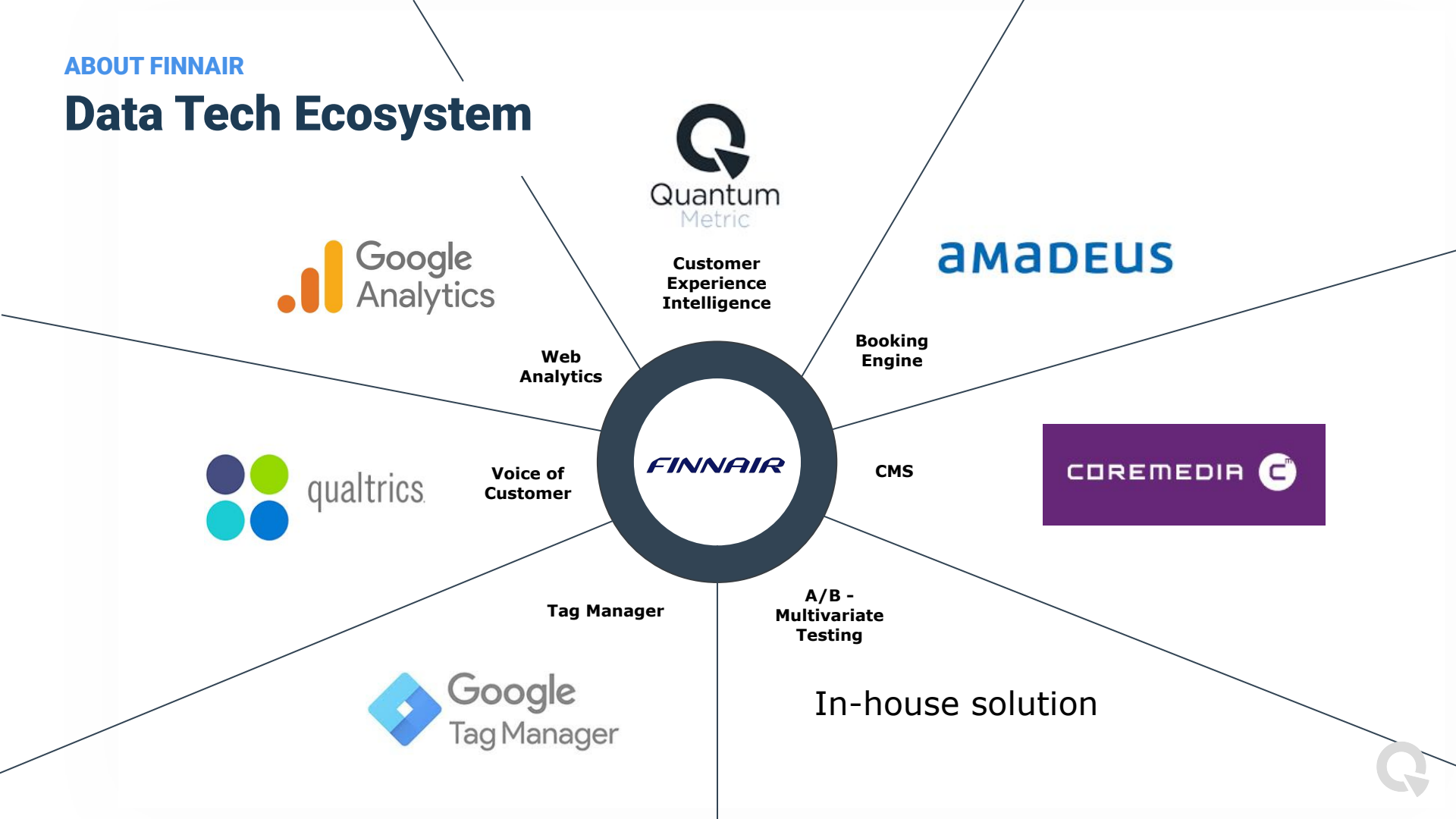
# Finnair Holidays

## – Flights and hotels chosen for you



ABOUT FINNAIR

# Data Tech Ecosystem



# Use case:

## Finnair Holidays packages



## IDENTIFYING STRUGGLE 1

# Visitors can't find availability on chosen dates



**SUODATA TULOKSIA**

**MATKUSTUSPÄIVÄT**

**LÄHTÖLÄNNON AJANKOHTA**  
mikä tahansa

**PÄÄLLÄLÄNNON AJANKOHTA**  
mikä tahansa

**HINTA/AIKUISEN OHJE TUNNUS**  
[dropdown menu]

**HUONE TYPPI**  
mikä tahansa

**RUOKALU JA ATERIAT (VÄL)**  
mikä tahansa

**HAE TIETTYÄ HOTELLIA**  
Syötä hotellin nimi

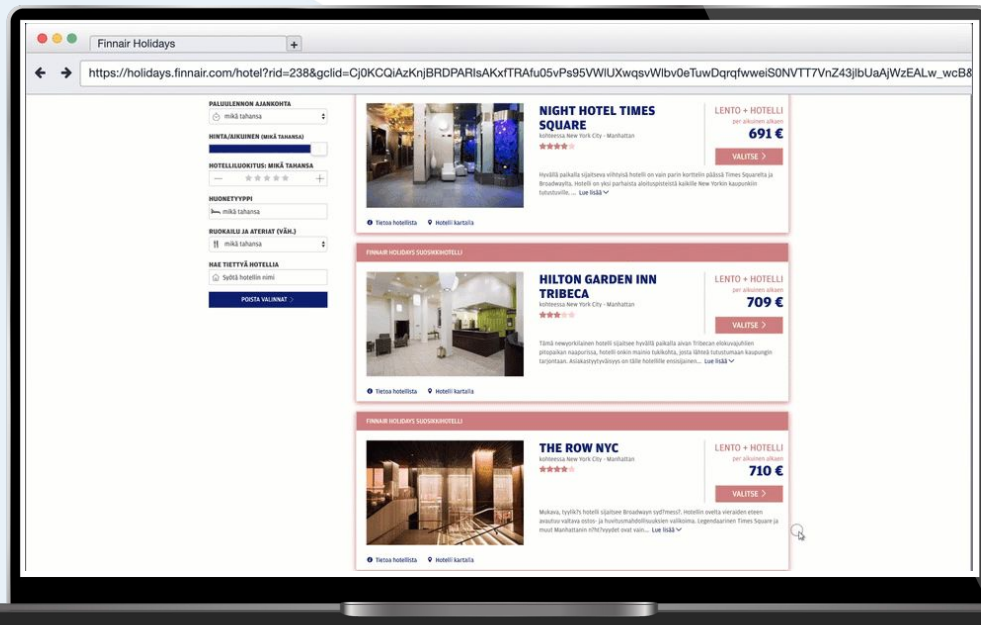
**POSTA VALINNAT**

**MATKUSTUSPÄIVÄT**

**Tolveltaisi vastaavia tarjouksia ei valittavasti löytynyt**  
Muuta tai vähennä hakuksia  
[Poista valinnat](#)

**Takaisin**

“No package available” error message





## IDENTIFYING STRUGGLE 2

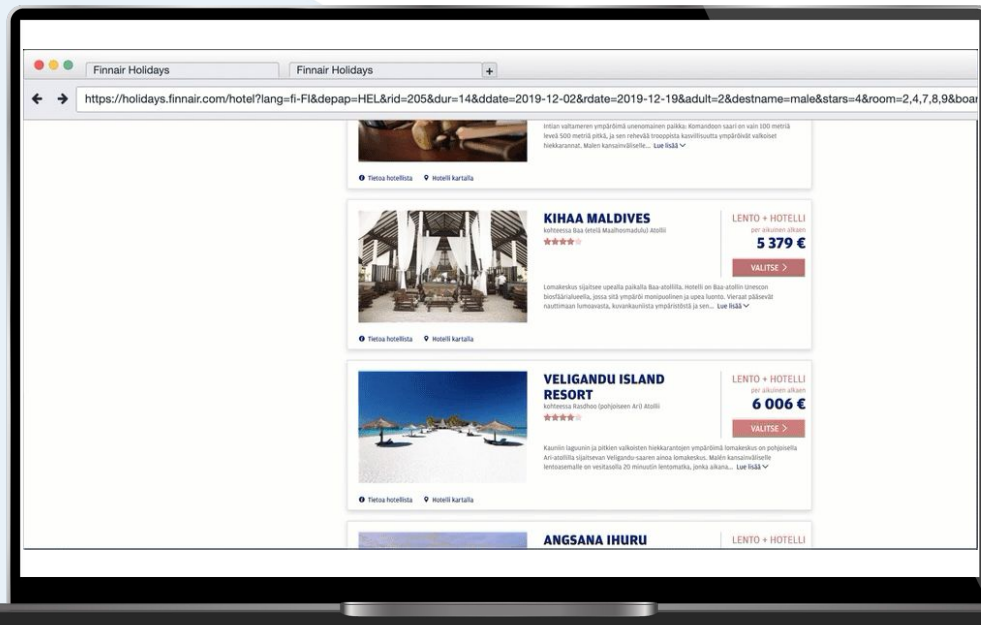
# Visitors chosen package is no longer available



Valittu tarjous ei valitettavasti ole enää saatavilla. Valitse toinen tarjous.

<p>Helsinki-Vantaa (HEL) - Male - Ibrahim Nasir (MLE)</p> <p>Menolento: ma 02.12.2019</p> <p>Lentoaika: 16:35 - 09:00 (13h 25min)</p> <p>Matkustustusluokka: Economy ja Business</p> <p>Male - Ibrahim Nasir (MLE) - Helsinki-Vantaa (HEL)</p> <p>Paluu lento: ma 16.12.2019</p> <p>Lentoaika: 20:20 - 06:55 (13h 35min)</p> <p>Matkustustusluokka: Economy ja Business</p>	<p>Helsinki-Vantaa (HEL) - Male - Ibrahim Nasir (MLE)</p> <p>Menolento: ma 02.12.2019</p> <p>Lentoaika: 22:40 - 19:15 (13h 35min)</p> <p>Matkustustusluokka: Economy</p> <p>Male - Ibrahim Nasir (MLE) - Helsinki-Vantaa (HEL)</p> <p>Paluu lento: ma 16.12.2019</p> <p>Lentoaika: 20:20 - 06:55 (13h 35min)</p> <p>Matkustustusluokka: Economy</p>	<p>Matkan kesto: 14 päivää</p> <p>Hotelliyöty: 13</p> <p>Check-in: ti 03.12.2019</p> <p>Check-out: ma 16.12.2019</p> <p>1 x Kahden hengen huone MERENRANTA, 2 henkilöä</p> <p>All inclusive</p> <p>1 ruumaan menevä matkatavara max. 23 kg/laukku/henkilö</p>	<p>Hinta/alueen alkuun</p> <p>5 379 €</p> <p>KATSO TARJOUS</p> <p>Hinta/alueen alkuun</p> <p>5 379 €</p> <p>Finnair Plus pisteitä matkasta: Palkintopisteet: +16137</p> <p>Tasapisteet: +16137</p>
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Package is no longer available  
or the price has changed



# Answering business data questions

- How often does the error happen?
- How many users are affected by each error vs. average unaffected user?
- Which error has the biggest business impact?
- How much is each bad experience costing us?



# Quantifying the annual opportunity size

- Example of calculating the opportunity size for a certain issue customers are struggling with:
  - Conversion rate for those seeing the problem: 1,2 %
  - General conversion rate: 3 %
  - Delta in conversion rate: 1,8 %
  - Number of customers impacted with problem per month: 5076
  - Average order value: 1500 €
- $1,8 \% \times 5076 \times 1500 \text{ €} \times 12 = \mathbf{1.6M \text{ €}}$  **annual opportunity size**



# Prioritizing Development Projects

- High priority projects:
  - Have the biggest potential for sales increase
  - Are the most easy, fast and inexpensive to deliver
  - Include other aspects like legal issues and overall user experience improvement




## Visitors can't find availability on chosen dates








- **Solution:** redesigning the booking widget to include a price calendar, where availability is shown




# Package no longer available



- **Solution:** improved communication of the price change or no availability


 Please note that the price has increased by € 26 per adult due to high demand. Book now to secure the current price.

 Jyväskylä (JYV) - Vienna (VIE)  
 Departure flight: Fri 17.01.2020  
 Flight time: 05:50 - 10:00  
Airline: Finnair (AY)  
Operated by: Finnair (AY)  
 Fri 17.01.2020 - Sat 18.01.2020  
 Trip time: 1 day  
 Hotel nights: 1  
 Check-in: Fri 17.01.2020

**FINNAIR**  
HOLIDAYS

FI | SE | EN 


 **NEW YORK, 2 ADULTS**   
between 07 Sep – 22 Oct 2019

 **Selected combination is sold out**  
Try one of the options below

CHANGE HOTEL

CHANGE FLIGHTS OR ROOM TYPE

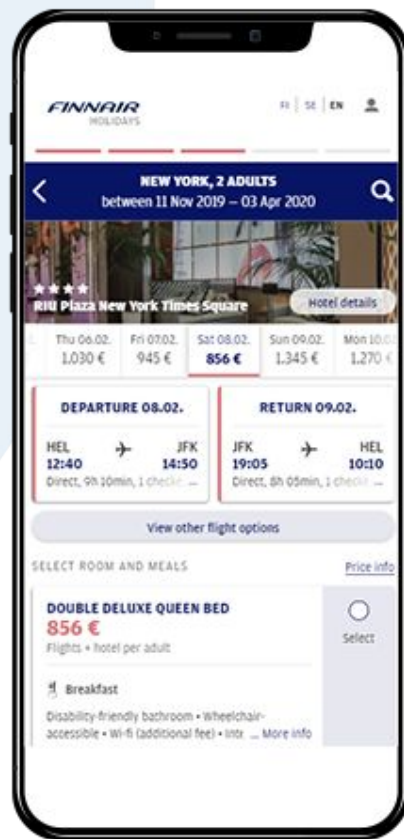
CHANGE TRAVEL DATES

1,154.32 €  
1,154.32 €  
**2,308.64 €**  
including flight and hotel  
points from the trip:  
ward points: +6926  
Tier points: +6926  
Earning points 



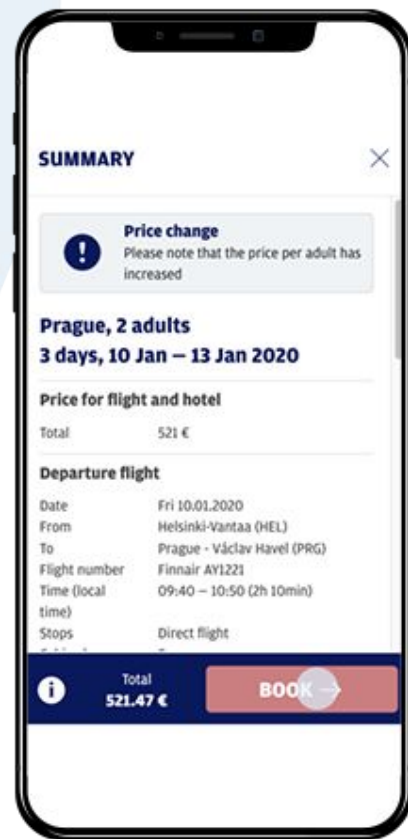
# Package page redesign A/B test

- The completion rate of the **new package page** was **222% better** than the old version
- However, **the next funnel step was performing worse** on the new version
- We needed to understand **why**



# Using Quantum Metric to understand usability

1. 'Finnair Plus' login promo banner on the booking page was missing
2. The price communication message was causing people to leave the funnel
3. Users didn't understand how to use the "edit search"





# Using Quantum Metric moving forward

- Key in all future development projects to understand customer experience
- Taking advantage of the breadth of Quantum Metric features even more
- Integrating exit survey done on Qualtrics with Quantum Metric data



## SUMMARY

# Improving booking flow customer experience to increase sales

1. **Identify** customer struggle
2. Quickly understand **how many users** experience the same error
3. **Quantify** the annual opportunity size to create a business case
4. **Prioritise** efforts according to business impact
5. And lastly, **measure** and validate test results



**Thank you!**  
**Any questions?**

Janica Soppela  
eCommerce Manager  
Finnair Holidays

