

CUSTOMER CASE STUDY

TravelPass Group Partners with Quantum Metric on a Customer Centric Experience



The travel marketplace saves millions of dollars by responding to issues faster in the digital experience analytics platform.

TravelPass Group is a marketplace for independent and brand name hotels, wholesalers, and the world's largest travel agencies. As a leading technology company in the travel industry, TravelPass Group books thousands of rooms daily through its websites and operates a best-in-class customer service center that helps travelers access more than a million properties worldwide.

Working at the company since 2013, product manager Scott Knudson is responsible for the management, design, development and performance of TravelPass Group's Reservation Counter and Reservation Desk websites.

CHALLENGES

In order to ensure that their sites were up to par, TravelPass Group had hired outside companies to weekly scour them for bugs and performance issues.

However, they soon learned that the way these third-party companies were navigating and searching the sites was entirely different than their customers. "Our sites run on multiple servers and if we happened to have a server-side issue, which occurs maybe a fraction of the time, the testers would miss it," said Knudson. "They weren't experiencing what our users were."

SOLUTION

To better track their customer experience, TravelPass Group began to look at screen recording technologies and Quantum Metric was brought to Knudson's attention. "We almost instantly knew that Quantum Metric was much more robust than other products on the market," said Knudson. "We configured the platform on our website and within 7 days we had a bug that we were unable to reproduce. It was affecting 30% of our users and leading to lower conversion rates--Quantum saved the day."

"I honestly put my hands in the air and think 'I don't know how we did this before'... I realize I was blind before Quantum Metric."

Now using the platform company wide, TravelPass Group has seen efficiency gains in time and revenue. “We were paying for another product and getting very little out of it,” said Knudson. “Frankly it was a waste of money for a very frustrating experience.”

Indeed, Knudson is always pushing more people at the company to get in front of the software. “The greatest use of Quantum Metric is getting decision makers eyes on it,” said Knudson. “You have no idea what is important or not until you see it quantified in the platform, and a business decision is then made from that data.”

Quantum Metric has even been utilized by the company in a recent push to fully focus on and listen to their user base. “We have been interviewing customers every week to get their feedback,” said Knudson. “Quantum Metric has been integral to the entire process because we can actually see how our users are interacting with the site in real-time. The platform pushes us to make design and dev changes to improve our digital experience.”

“The efficiencies with Quantum Metric have been astronomical. We have saved millions of dollars because we can find solutions faster through the platform.”

CUSTOMER SUPPORT

On top of satisfaction with the product, TravelPass Group finds success in the customer support provided by Quantum Metric. “The support we get is astonishing,” said Knudson. “Our products need customization for tracking and Quantum Metric puts the effort into ensuring we get the most out of it. I know we aren’t Quantum Metric’s biggest customer and that is not felt at all... We feel our needs are just as important as anyone else’s and that’s unparalleled in our experience with other companies.”



ABOUT QUANTUM METRIC

Quantum Metric is a leading SaaS customer experience platform that applies machine learning to user behavior in order to help businesses increase conversion rates and maximize customer satisfaction. Powered by Google Cloud, the platform couples CX and web analytics with pixel-perfect session replay to quickly uncover valuable, actionable insights within minutes.

QUANTUMMETRIC.COM

