

# EXPERIENCE TRACKING & OPTIMIZATION CASE STUDY

CHOICE HOTELS  
INTERNATIONAL

## ? THE CHALLENGE

After a website redesign, iPerceptions surveys indicated problems on the payment step of the reservation process – many customers were having trouble selecting a credit card to complete their purchases. However, customers did not provide enough information in their survey comments about what exactly had occurred on the site leading up to the issue. Furthermore, Choice Hotels employees were unable to recreate the problem for themselves.

## ! THE RESULTS

With iPerceptions' intelligence and Tealeaf's visual replay capability, Choice Hotels was able to quickly diagnose the problem. It turned out that during the site redesign, the company listed their branded Choice Privileges® MasterCard® as the default credit card selection. Customers using a regular MasterCard did not realize the difference and entered their card number with this selection – only to receive an error message. After several attempts, many customers simply abandoned. With insights from both tools, Choice Hotels was able to identify and resolve the usability problem. Now, no default card is displayed on the payment page and customers actively select their credit card of choice to avoid confusion.

## ▲ THE SUCCESS

### RETURN ON INVESTMENT

The combination of Tealeaf and iPerceptions data created more actionable insights.

Reduced customer abandonment by quickly validating negative customer experiences and resolving the root cause of issues.

Optimized web site based on actual customer data and site experiences.

Determined business impact of reported issues for better prioritization of site improvements.



Choice Hotels optimizes their online channel by combining Tealeaf's customer experience management insights with iPerceptions' Voice of Customer analytics solution.

*"We are now able to identify gaps in our customer experience using iPerceptions, then validate and understand the details behind the customer feedback thanks to Tealeaf. This integration has been invaluable to helping us optimize all of our online properties."*

**– MIGUEL ALMARAZ,**  
User Experience Manager,  
Choice Hotels.

# "CHOICE HOTELS WAS ABLE TO REDUCE ABANDONMENT CAUSED BY THIS PARTICULAR ISSUE BY 90 PERCENT."

## ABOUT CHOICE HOTELS

Choice Hotels International is one of the most successful lodging franchisors in the world. As an industry leader with millions of customers per month visiting their sites, Choice Hotels knew they needed to maintain online channels that matched their commitment to innovation and customer service. The company therefore turned to two best-of-breed solutions to keep their sites in optimal shape – iPerceptions for Voice of Customer analytics and Tealeaf for customer experience management.

## ABOUT IPERCEPTIONS

iPerceptions, Inc. is the inventor of Active Research™, the evolution of Enterprise Customer Feedback Management and Digital Analytics. The company's solutions are powered by the Active Research™ platform, which addresses specific business objectives by capturing visitor perceptions in the 'Moment of Truth' using advanced engagement technologies and trusted research frameworks to drive actions in existing business processes. Founded in 1999, iPerceptions has more than 14,000 clients worldwide that trust iPerceptions for in-depth analysis of real visitor's behavior. See how iPerceptions can improve the entire customer lifecycle and your bottom line today.

## ABOUT TEALEAF

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behavior analysis. For organizations that are making customer experience a top priority, Tealeaf's solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and website optimization. Online executive stakeholders from ebusiness and IT to customer service and compliance are leveraging Tealeaf to build a customer experience management competency across the organization. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit [www.tealeaf.com](http://www.tealeaf.com).



### About Us

iPerceptions offers the most complete SaaS-based multi-channel Voice of Customer (VoC) solution suite. iPerceptions is the inventor of **Active Research™**, the most innovative and accurate method to conduct digital research.