

# moneysupermarket.com To Improve Online Customer Experiences With Tealeaf

Submitted by: Wildfire

Thursday, 9 July 2009

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Tealeaf CX Solutions will help increase conversions on [www.moneysupermarket.com](http://www.moneysupermarket.com) and [www.travelsupermarket.com](http://www.travelsupermarket.com)

London, 9th July 2009: [moneysupermarket.com](http://moneysupermarket.com), the UK's leading price comparison website, has deployed Tealeaf's customer experience management software on its two websites [www.moneysupermarket.com](http://www.moneysupermarket.com) and [www.travelsupermarket.com](http://www.travelsupermarket.com). Tealeaf's CX Solutions will give the two price comparison brands unparalleled visibility into what each and every online visitor is seeing and doing in real-time. [moneysupermarket.com](http://moneysupermarket.com) will then use this comprehensive dataset to increase site conversions by identifying and fixing friction points, quantifying business impact and improving usability.

As the recession bites, price comparison websites have seen a substantial growth in popularity amongst cash-stripped consumers. [moneysupermarket.com](http://moneysupermarket.com) saw a 32% increase in visitors in 2008 – with 120 million visitors over the year. However, with competition in this sector also increasing, to prevent drop-off [moneysupermarket.com](http://moneysupermarket.com) wants to ensure it is providing a faultless experience for every customer. Using Tealeaf, the various teams can replay individual visits and then aggregate this data across all user sessions to identify and resolve site obstacles that hinder conversions.

"It's very important to the business that we convert as many customers as possible," said Graham Donoghue, a group board director at [moneysupermarket.com](http://moneysupermarket.com). "We are seeing record amounts of traffic to the site, but up till now it has been very hard to say with any certainty exactly what customers are experiencing and the effect this has on them and on the business, making it tough to focus on the areas we should be improving. Tealeaf gives us this much needed visibility, enabling our team to optimise the sites and turn more customers into brand advocates."

Tealeaf also helps [moneysupermarket.com](http://moneysupermarket.com) with development and upgrades by providing a greater understanding of user behaviour to inform site changes. [travelsupermarket.com](http://travelsupermarket.com) in particular has just completed a full site redesign and Tealeaf has enabled the team to monitor the site and make instant improvements based on data from users in real-time, rather than relying solely on focus groups or split-testing.

"As consumers focus on getting through the recession, spending will take some time to recover," said John Lillie, UK Country Manager at Tealeaf. "It is therefore vital that ebusinesses make every effort to convert as many visitors as possible. [moneysupermarket.com](http://moneysupermarket.com) continues to lead the way in the price comparison market, but as the industry matures and consumers become increasingly web-savvy, Tealeaf will provide the necessary data to allow the ecommerce team to make informed business decisions based on concrete insight."

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About Tealeaf

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behaviour analysis. Tealeaf's CEM solutions include both a customer behaviour analysis suite and customer service optimization suite. For organizations that are making customer experience a top priority, these solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and web site 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 [moneysupermarket.com](http://moneysupermarket.com)

[moneysupermarket.com](http://moneysupermarket.com) is the UK's leading price comparison website.

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Press Contacts:

Tealeaf: Shoshana Deutschkron

+1 415.932.5009

[shoshanad@tealeaf.com](mailto:shoshanad@tealeaf.com)

Wildfire PR:

Danny Whatmough

+44 (0) 20 8339 4420

[dannyw@wildfirepr.co.uk](mailto:dannyw@wildfirepr.co.uk)

[moneysupermarket.com](http://moneysupermarket.com)

Ian Williams

+44 (0) 7515 329671