

Destinology deploys Tealeaf to improve online experience for luxury holiday buyers

Submitted by: Wildfire
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Tealeaf enables premium holiday provider to replicate its superior customer experience on the web

London, 27th June 2011: Tealeaf's® Customer Experience Management (CEM) software has been deployed by Destinology to help identify, analyse, and resolve customer struggle on its website, www.destinology.co.uk. Due to the high-value nature of the holidays on offer, providing a superior customer experience is vital for Destinology. The unique visibility provided by Tealeaf is now helping Destinology understand how visitors interact with its website and identify areas that need to be optimised.

Using ground-breaking, patented technology, Tealeaf logs both the quantitative and qualitative details of every online interaction. This rich customer experience dataset is then used to explore opportunities for improvement and innovation, drive requirements, and set priorities. This will be particularly important to Destinology over the next six months as it looks to revamp its website. By identifying customer behaviour trends that lead to a successful conversion, the web development and marketing teams' efforts will be focused on specific site upgrades that will have positive impact on customer experience.

Tealeaf is making an impact on day-to-day basis too. After only a few weeks, Tealeaf is already helping Destinology make the most of its million pound SEO and online marketing campaigns by identifying visitor drop-off. For example, when visitors come to the website from a Google search or third party comparison site, they are shown a page generated dynamically to suit their interests. After viewing customer sessions in Tealeaf, Destinology was able to identify pages that were either blank or contained incorrect information.

Dominic Speakman, founder of Destinology, comments: "As a relatively young company, our primary goal is to provide the best possible experience for our high-end customers across all channels so we can continue to grow. This means having the best website powered by the best technology. To keep this competitive edge, we're looking to Tealeaf to provide the insights about what our customers are doing on our site so we can make more informed decisions about how to improve the online side of the business."

John Lillie, Vice President of Tealeaf said: "In the high-end holiday market, every lost site visitor represents significant missed revenue opportunities. Tealeaf gives Destinology unparalleled visibility into what customers are doing on the site, allowing the company to use this insight to help customers that are struggling and optimise the site for both short term fixes and longer term development efforts."

-ENDS-

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.

About Destinology

Founded in 2003, Destinology (www.destinology.co.uk) was set up by Dominic Speakman after he spotted a gap in the market for tailor-made, luxury, long-haul holidays, marketed to consumers online, but with a dedicated team providing the best in personal service. Now firmly established as a leader in the UK travel industry, Destinology turned over £26.2million in 2009. Offering destinations including the Middle East, Caribbean, Indian Ocean, Far East and USA, Destinology's continued success in increasing its market share is attributed to its response to growing customer demand for tailor made luxury holidays.

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