

DECIBELINSIGHT

Combining on-site surveys with Decibel Insight to discover the 'why' behind user behavior

INTRODUCTION

British Airways combine on-site survey findings with digital experience analytics to enhance their understanding of user journeys.



FEATURES USED



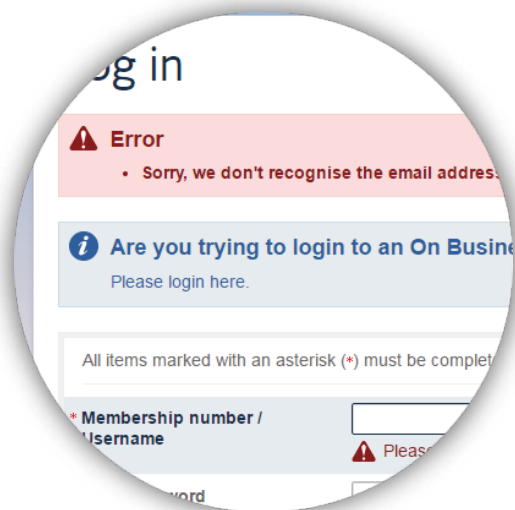
HEATMAPS



SESSION REPLAY



British Airways uses Decibel Insight's session replay capabilities to establish the circumstances behind moments of customer friction



Session replays were used to understand issues in the user flow during account login

According to Jessica Delaney, Digital Optimisation Executive at British Airways:

"Decibel Insight has been invaluable in helping us to understand and support our online customers. The sessions Decibel Insight records are linked to a survey, which is triggered for customers who have interacted with at least three pages of the British Airways website.

"We review many of these survey results, and attempt to categorise key dissatisfaction themes using session replay.

"This was particularly useful when customers were commenting that they were unable to login to their Executive Club accounts. This issue had also been identified from other feedback channels, but it was unclear why it was happening.

"After reviewing session replays, we identified that no technical errors were appearing. Instead, customers were inputting the wrong details and coming to the login error page, where they were then interacting with the 'forgot-ten pin/password' link to reset their passwords.

"The quick use of a session replay meant a great time saving in technically investigating the customer's comment."



Heatmaps provide insight into how customers interact with British Airways' website

"A similar instance occurred where a customer complained that they had been unable to change a booking online. From the customer's explanation it was unclear why this was happening.

"The use of a session replay really brought the comment to life as it allowed us to see that the buttons to change the booking for the flight were missing.

"From the customer's explanation alone this would not have been picked up and investigated. Furthermore, it would have been very unlikely that we would have been able to understand what the customer was unable to do.

"Combining the customer complaint with a session replay highlighted the problem and made us aware of a previously unknown issue.

"We have also found Decibel Insight's various heatmaps useful when discussing page improvements. They have provided insight into areas of the page visitors focus on and have helped understand parts of pages that customers do not often interact with."

SUMMARY

- British Airways combined an on-site survey with session replays for a more complete picture of how customers experience their website
- By linking session replays to specific support cases, British Airways exposed the context behind on-site customer experiences that ended with the customer contacting the support centre
- Using attention and focus heatmaps, British Airways was able to generate evidence-based ideas for improvements to page layouts

Only by stepping into your customer's shoes can you truly understand and improve their experiences.

DECIBELINSIGHT
See Things Differently

Our digital experience analytics technology empowers your optimization efforts by revealing exactly how visitors use your website.

See what they see, understand their frustrations and put customer experience at the heart of your CRO strategy.