

**Learn how Expedia increased customer satisfaction
with support by 16% over nine months
using integrated online survey technology**

The company

Expedia, Inc. is a leading online travel provider and the fourth-largest travel agency in the world. Its nine contact centers support Expedia North America and handle over 500,000 phone and email support inquiries each month. The company uses E.piphany's CRM application to manage its support calls.

The business objectives

For its service and support organization to reach excellence, Expedia wanted to put a real-time customer satisfaction measurement program in place that would fulfill three main business objectives:

- Increase satisfaction with customer support
- Measure results of training and operational initiatives
- Provide contact center management with a powerful 1:1 coaching tool

The challenges


The company's existing customer satisfaction survey was hosted on the Expedia.com site, and reporting was conducted in Excel, which offered limited capabilities and was very time-intensive. Expedia also experienced limitations with survey design and other quality measurement approaches, such as quality assurance (QA) and mystery shopping. In addition, the company wasn't able to tie survey responses to CRM case IDs.

The solution

Expedia chose NetReflector to set up and implement its customer satisfaction measurement program in April 2003. NetReflector integrated InstantSurvey, its online survey application, with Expedia's E.piphany CRM system. Starting with survey hosting and data collection, NetReflector then developed a multi-layered reporting system tailored to Expedia's specific needs, including traditional quantitative aggregate reporting, contact center-level and agent-level reporting.

"NetReflector's solution has provided us with the speed and agility to integrate customer feedback throughout our entire service network. We are constantly looking for new ways to better serve our customers and earn their loyalty. This solution reinforces our commitment to delivering excellent customer service and helps us foster the loyalty we need to ensure our customers return again and again to Expedia for their travel needs."

Rick Robertson
Manager, Customer Experience

 **Expedia.com**

NetReflector's project management team trained all user groups, including contact center management, and currently delivers quarterly statistical analysis and reports, both off-line and online. NetReflector also provides technical support and maintenance for the survey platform, respondent support, and automated distributions.

The benefits

Being able to measure customer satisfaction with service and support in real time provides Expedia with a variety of benefits. Better survey design supports complex question types. Better data collection is also a major advantage: InstantSurvey's skip logic enables follow-up questions based on particular customer experiences and its piping capabilities allows survey customization based on a specific purchase channel e.g. Finally, better reporting offers an online report portal that provides multiple custom reports. Expedia, including all contact center management, has secure, 24/7 online access to its customer satisfaction data.

Proven business results

Within nine months of implementing NetReflector's online customer satisfaction measurement program, Expedia experienced a number of business results very quickly:

- Overall customer satisfaction improved by 16%.
- Survey response rates ranged from 11% to 13%.
- Survey design allowing for better granularity led to increased data relevance and validity.
- Automating the survey and reporting process drastically reduced the amount of internal resources usually necessary to manage such an ongoing measurement program.
- NetReflector's solution provides Expedia with outstanding coaching and feedback tools, which help contact center managers identify systemic training, operational and individual performance issues.
- The survey response is now linked to Contact Center, Agent Name and Case ID, and allows contact center managers to review the case vs. the customer perception of it.
- Agents receive feedback contextualized by their own case notes.

The custom reporting that NetReflector has helped Expedia put in place has become the most-used and most-valued service quality measurement tool across Expedia's network of contact centers, providing a far more powerful view of the customer than any other quality measures previously used.

For more information on how to measure customer satisfaction with your service and support organization in real time, please contact NetReflector at:

(877) 823-5337 or info@netreflector.com.