usabilla
by SurveyMonkey

CUSTOMER SUCCESS STORY

Aer Lingus

TRAVEL, TOURISM & AVIATION

WEB REDESIGN   CX PROFESSIONALS

Aer Lingus handles bugs and errors up to 50% faster with Usabilla

The Project

Aer Lingus launched a new site in Autumn 2015 and needed to find a way to gauge customer opinion, detect bugs and errors and ultimately optimize their new website.

The Business Case

Company Comparison

- Usabilla already works with many leading airlines including Lufthansa, KLM, and Air France

- Usabilla has the most competitive offering

- Usabilla has a more extensive product line, including Usabilla for Apps

- Usabilla has a great reputation for customer service and support

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> *Usabilla enables us to pin-point the issue and provides useful information, metadata and visual context of what is happening. This reduces investigation and resolution time for these bugs by up to 50%.*
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> **Catherine Wilson**
> Lead UX Strategy Designer,
> Aer Lingus

Feature Comparison

- Overall, Usabilla is more flexible

- Advanced targeting options for surveys

- Customizable feedback button and dynamic form building

- Powerful screenshot functionality

- Issue and project tracking software integration

Reporting

- Automatic labelling helps to categorize huge volumes of feedback

- Feedback for specific keywords and metadata helps pin point potential issue patterns

- A report can be run daily or weekly and automatically sent to a specific email address

The Results

Aer Lingus received over 80,000 feedback items in the last 8 months with over 20,000 coming from the feedback button alone. Here are just some of the key results they achieved:

Bug detection time reduced by up to 50%

With the instant user feedback received, Aer Lingus was able to immediately detect and fix bugs, saving time, money and resources. The data and screenshots attached to feedback items provides invaluable context for efficient bug troubleshooting and reproduction.

The booking and check-in flow was improved

Aer Lingus received over 20,000 unsolicited feedback items mainly flagging issues from the booking and check-in flow, as well as the "Manage My Trip" area. These valuable insights contributed to the customer journey roadmap and allowed teams to quickly identify and remedy customer pain-points.

Costly assumptions were validated

Usabilla helped Aer Lingus base their decisions and roadmaps on relevant user-generated data, they were able to communicate user pain-points to high-level executives using actual feedback items, paired with screenshots.

ROI on website changes was demonstrated

Aer Lingus continuously implements user surveys on their new website to gauge customer opinion and satisfaction. The company methodically does "before and after" reports to prove the impact of website changes with qualitative data; this supplements their award-winning Market Research and Voice of Guest programmes.