

EBOOK

How to proactively identify and remove customer friction in travel.

Seven ways to exceed traveler expectations in digital—lowering barriers to direct revenue and boosting loyalty



Table of contents.

Building digital empathy for stress-free travel. ————— **page 3** ▶

1 Proactively monitor each traveler's journey. ————— **page 4** ▶

2 Look across devices for improved self-service. ————— **page 5** ▶

3 Quantify customer feedback. ————— **page 6** ▶

4 Get ahead of break-fix. ————— **page 7** ▶

5 Enable real-time agent support. ————— **page 8** ▶

6 Measure flexible and safe travel policies. ————— **page 9** ▶

7 Identify opportunities in your loyalty flows. ————— **page 10** ▶

About Quantum Metric ————— **page 11** ▶

Building digital empathy for stress-free travel.

Travel is climbing, but the industry is still in recovery mode. Consumers remain wary. They're concerned about how the fallout from this crisis — not to mention the next — will affect their travel investment. In [a recent survey](#) of US and UK travelers, Quantum Metric found that 43% feel that booking and finding the best deal is more complicated than doing their taxes.

Brands looking to regain lost consumer confidence need to maximize flexibility and transparency so that when things go wrong, their customers can stay on track. They need to make it easy to compare and understand what's included in pricing. And they need to foster loyalty — the best possible strategy against a downturn — by actively seeking opportunities to help customers feel prepared for travel.

Digital empathy is a key building block of loyalty. To build empathy, brands need to smooth digital friction and personalize customer experiences beyond booking. From pre-booking research, to post-booking check-in and trip management, every micro-moment and interaction can carry disproportionate impact.

To keep travelers coming back and happy, here are seven ways for travel brands to make exponential gains in customer experience and reduce digital friction.

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of travelers feel that booking the best deals is more complicated than doing taxes.

[Read the study](#)

1. Proactively monitor each traveler's journey.

Traveler journeys start long before they board a plane or check in to a hotel. From the booking funnel, purchase of ancillary services, and even contactless advanced check-ins — the critical interactions that occur before a traveler even leaves home pay back loyalty dividends and deserve special attention.

Define those high-value, new client journeys — for example, loyalty program sign ups, point redemptions, credit card applications, or first-time bookings. Capture booking funnel insights at the macro and micro levels, at every step of the funnel. Closely monitor changes in conversion, drop-off, or time spent on each stage.

Most importantly, get to the "why" faster with visual evidence of the actual traveler experience. Viewing a few session replays that correspond to sudden drop in conversion, as an example, can help you quickly diagnose the problem and course-correct to reduce negative impacts on customers and business outcomes.



Hotel Booking Funnel

Sessions Time

Current and historical

Conversion Step	Time	Time	Change
1 Hotel Website Homepage	<div></div>	34.0s	↓ 0.7%
2 View Rates Page	<div></div>	3.1s	↓ 6.9%
3 Review Details Page	<div></div>	1.2s	↑ 6.8%
4 Guest Info / Sign Up	<div></div>	1.2s	↓ 0.4%
5 Confirmation Page			

Total Time: 4.8min

It's critical to get to the "why" behind drop offs in important acquisition and new customer funnels. Often, the fastest way to do that is by watching customers' actual sessions behind the data.

Identify friction points along the new traveler journey and understand "why" faster with session replay.

Identify friction points along the new client journey and understand “why” faster with session replay

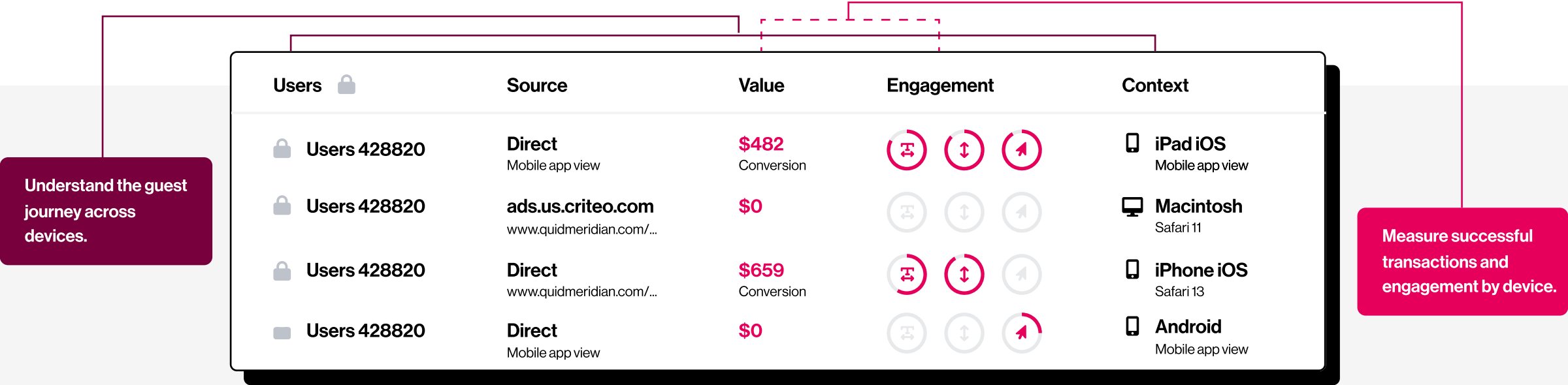
2. Look across devices for improved self-service.

Travel has become increasingly about self-provisioning across channels, platforms, and devices, while on the move. Travelers start their bookings on desktop, tweak them on mobile, and finalize plans at human-powered or contactless kiosk check-ins.

To meet travelers where they are, get them where they're going, and keep them coming back—you need to find opportunities to delight travelers across their journeys. To do this, you need a shared view of customer experience across all devices and touchpoints. You also need to find and quantify friction for contactless self-service tasks.

Establishing a baseline for comparison is the first step to improving the digital experience. Granular and ongoing measurement of key engagement and customer experience metrics enable the constant improvement and innovation that travelers expect. It also immediately impacts another KPI: call center volume—because smoother self-service processes result in fewer travelers calling for help.

Sharpen your visibility across the complex cross-platform user experience, with a unified view of the dot com, online, and mobile experiences.




3. Quantify customer feedback.

Voice of customer (VoC) solutions are table stakes for any brand today, and travel is no exception.

Yet direct feedback only tells part of the story. Surveys, website feedback forms, and customer complaints to call centers are important but difficult to analyze and quantify. Rolling up critical feedback into NPS rarely helps to improve customer experience.

When there's a technical glitch behind one traveler's feedback, how many other customers were impacted, which segments, and since when? Most importantly, can you quantify this impact in terms of conversion and/or revenue in order to prioritize remediation?

Customer feedback doesn't always align with what will have the most impact on the business. Quantify, then prioritize feedback.



User 428820

Location: Massachusetts, United States

● 00:00:01

Home

▲ 00:00:03

Reload Page

● 00:00:07

Quid Merid

▲ 00:00:14

API Timeo

● 00:00:14

Rate List M

See More Error Like This

quatermanfinancial.com

https://www.travels.com/home

Travel

Destination Service About us Contact

Explore your world

Play video

Location Check in Check out Search

00:02:03PM / 00:04:31PM

LIVE

⏮ ⏪ ⏩ ⏭

"I had to click refresh and start my search over multiple times but wasn't able to finish my booking."

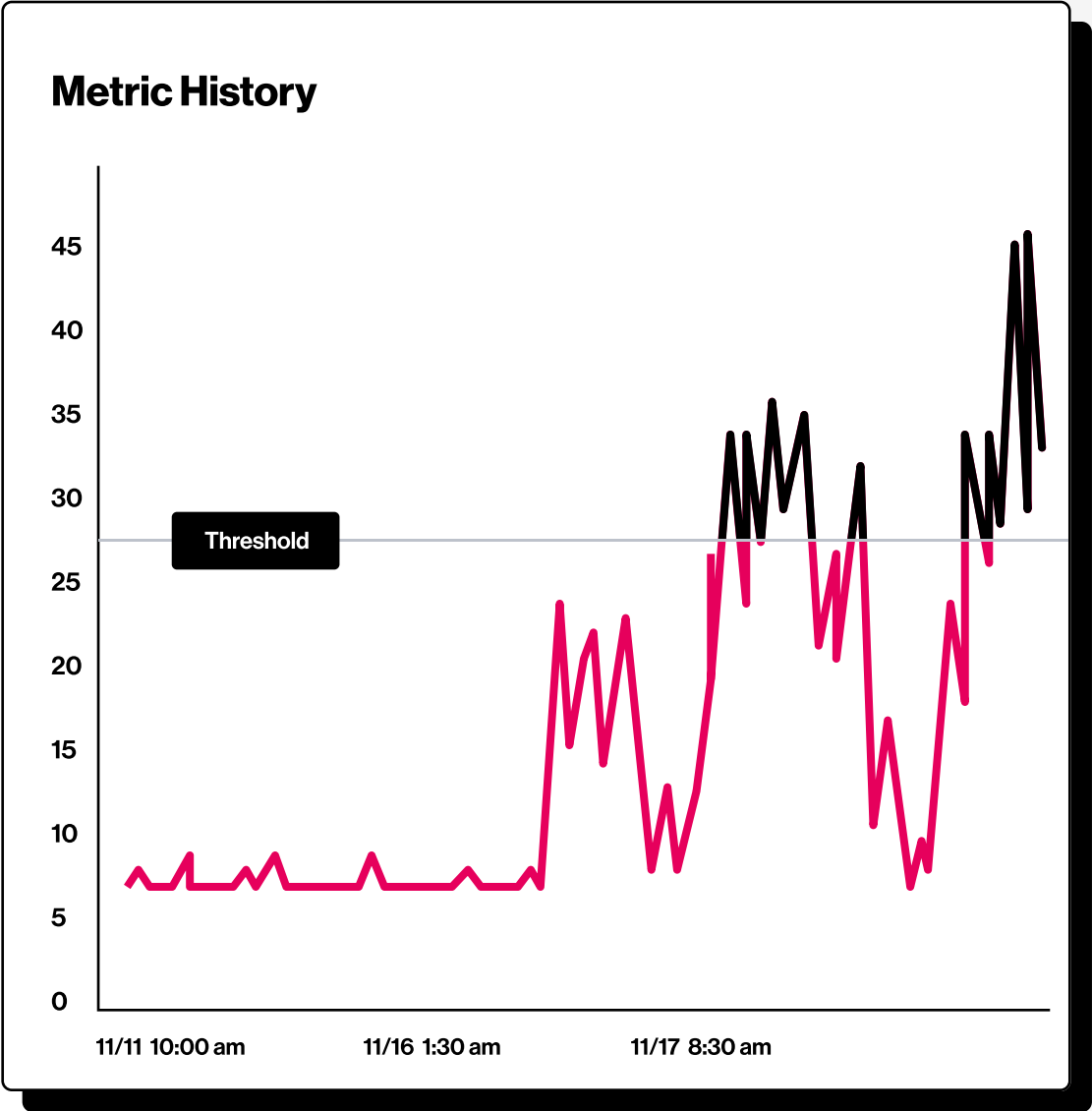
4. Get ahead of break-fix.

Travel applications and websites are in constant flux. New releases and bug fixes drop daily and frequently cascade in unexpected ways.

Often, bugs don't show up with sufficient prevalence to raise alarms during QA. This means digital product managers might only discover there's a problem when they see a sharp drop-off in conversions or learn about a spike in angry call center calls. By then, the damage is done, the race to remediate begins, and customer loyalty suffers.

To get ahead, you need anomaly detection that helps you automatically and proactively identify design impediments, confusing messaging, or technical defects. This way, your team is ready with answers and you've already taken preventative action before customers or executive stakeholders discover the issue.

Getting ahead of the break-fix routine results in less reactive work, smoother customer experiences, enhanced loyalty, and fewer support calls.



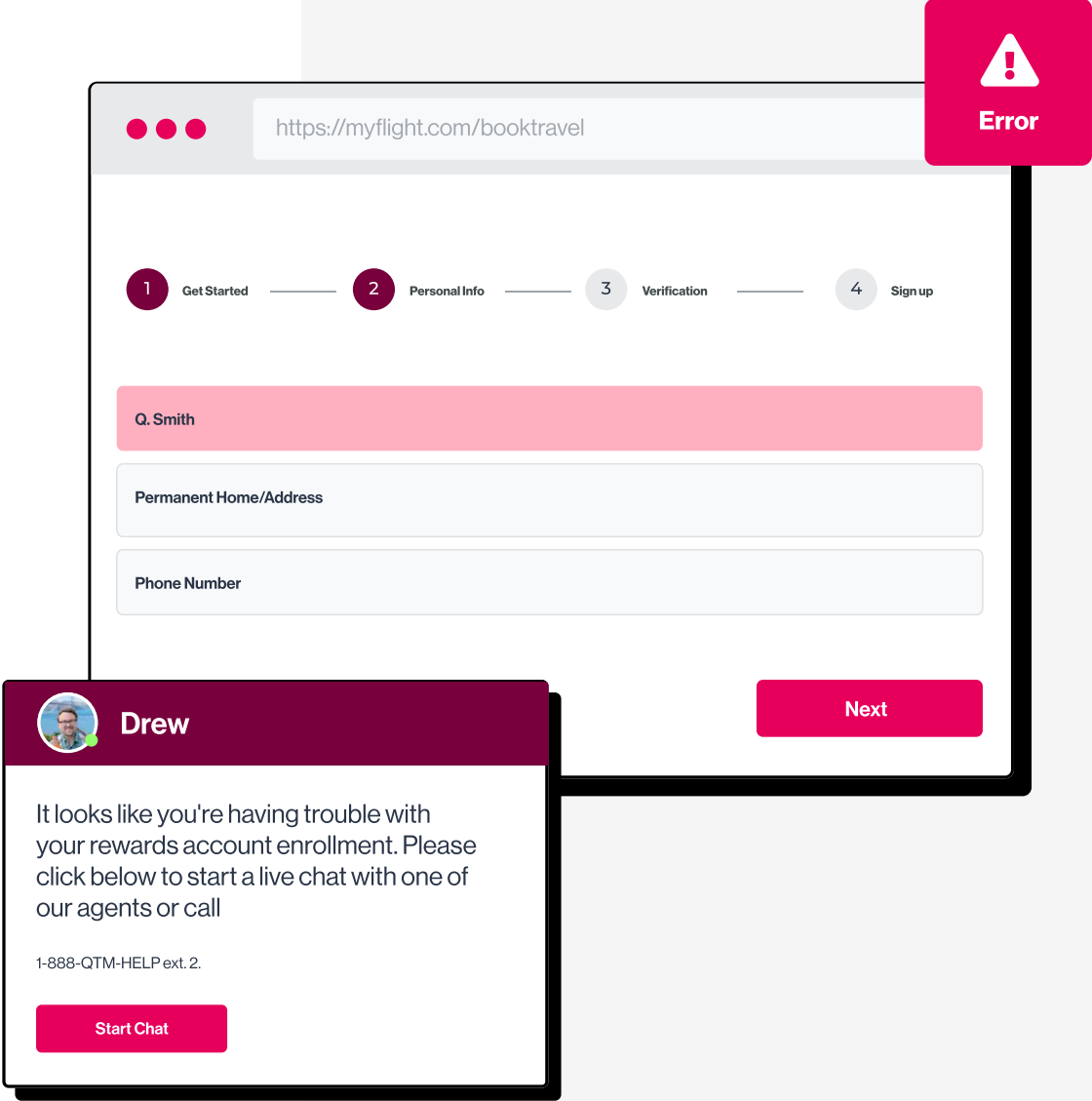
5. Enable real-time agent support.

No one likes to tell the same story more than once—certainly not irate travelers.

If a high-value rewards member is struggling, automated friction detection can trigger a chat pop-up, offering the ability to connect with a live agent who can then see exactly what they're seeing and walk them through the transaction.

Empower agents with the ability to watch 100% of customer sessions in real-time. Agents can visualize what a customer experienced and instantly troubleshoot. Aside from creating happier customers, this can markedly lower average handle times and reduce Mean Time to Identify (MTTI). Moreover, it can facilitate faster helpdesk resolution—enabling tech support to view the customer's sessions and better diagnose resolution.

Seeing the problem can help agents take a huge step towards resolution—before a customer even finishes describing it.

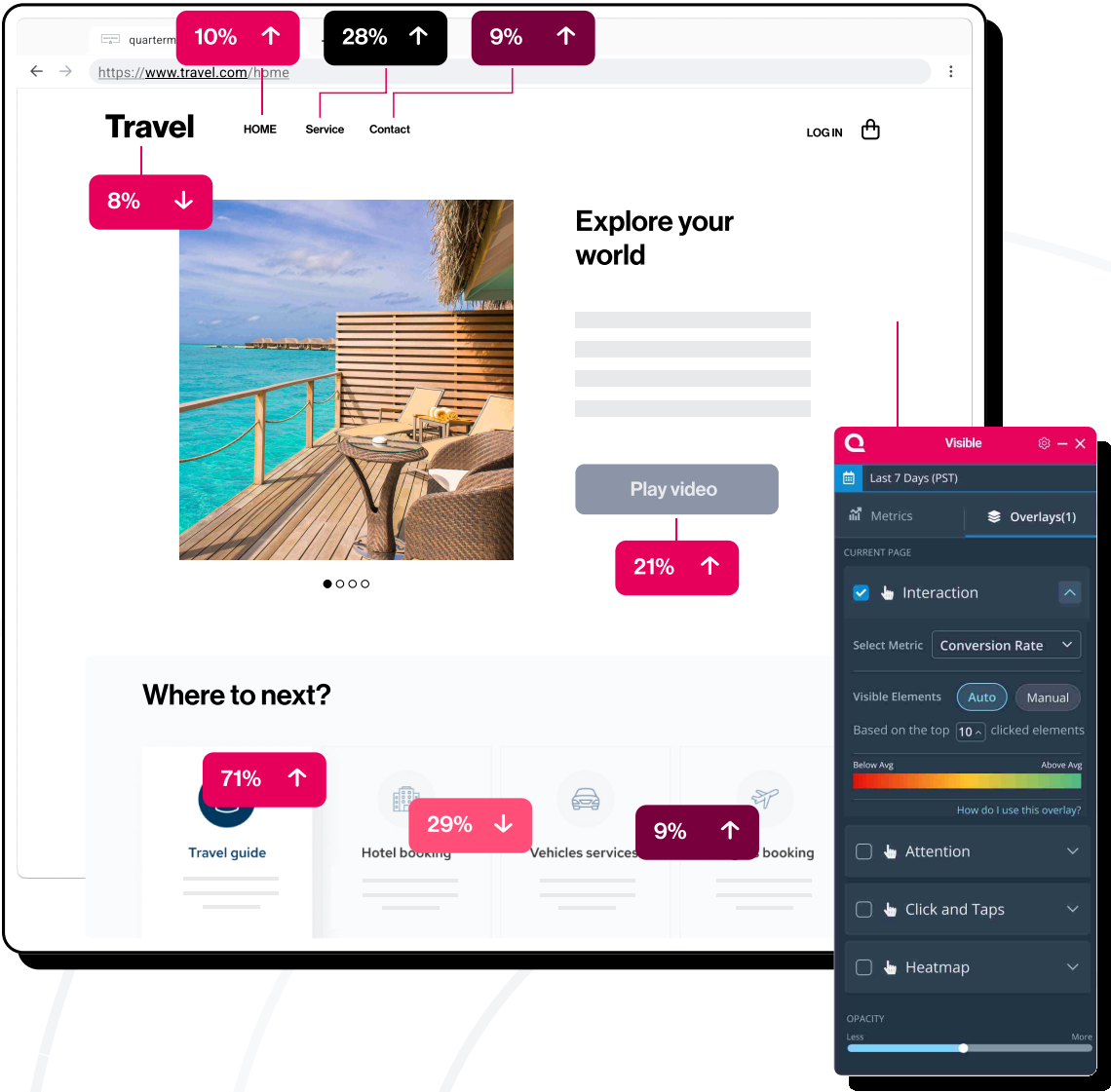


6. Measure flexible and safe travel policies.

Flexible and safe travel is here to stay. Travelers expect to book with confidence and are actively seeking refundable bookings, no change fees, and clear health standards. This makes life more complex for travel providers – who need to adapt both customer-facing and backend systems accordingly.

How well are travelers responding to your flexible travel offerings? How far down the page are they scrolling and where are they clicking (or trying to click) on the page? Are your flexible travel policies clear? How many abandonments are a result of flexible travel misunderstandings? By identifying and quantifying the impact of flexibility-related abandonments, you can measure the actual impact of new policies on booking conversion and/or revenue, as well as prioritizing remediation.

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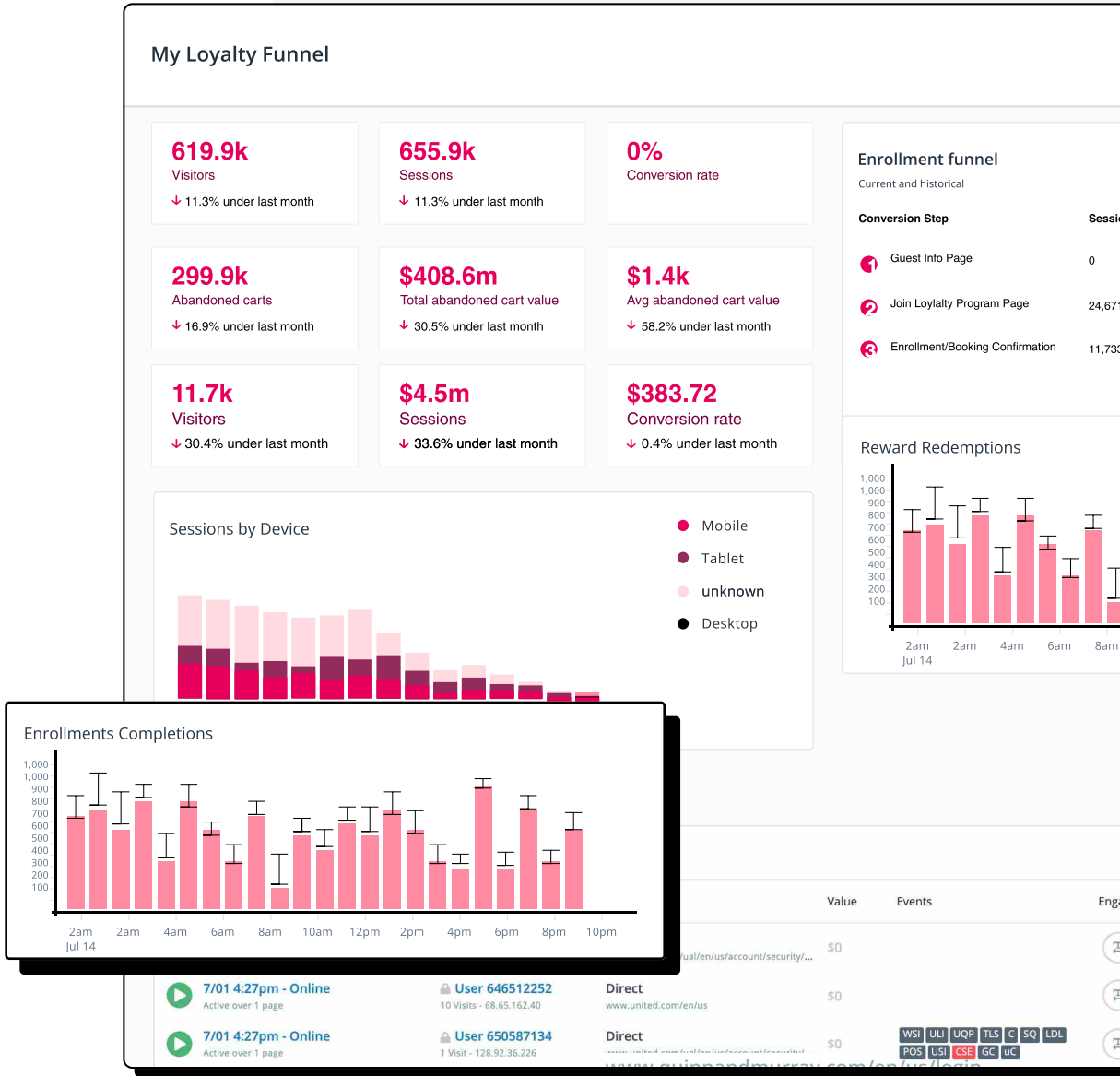
7. Identify opportunities in your loyalty flows.

Today’s travelers expect a lot from their loyalty programs. While they still value traditional rewards like free stays or travel, they’re also looking for personalized perks and convenience. But mostly, they expect the companies on which they confer their loyalty to understand them. A recent survey found that 73% of travelers expect companies to better understand their travel needs, as well as their behavior.

This is why travel providers need to take a long, hard look at the digital experience for their most loyal customers.

By more effectively identifying and quantifying friction in loyalty-related processes, you keep your most valuable customers happy. By prioritizing opportunities that build loyalty, using tools like the Quantum Metric Opportunities Dashboard, you also keep them coming back to gain more loyalty rewards.

How does your loyalty enrollment process stack up?
Where is the friction in your reward redemption workflow?





Act on real-time travel insights with Quantum Metric.

Quantum Metric helps travel brands automatically capture every digital interaction — like rage clicks, taps, scrolls, long running spinners, 404 errors — and correlate that to business impact.

We help your teams prioritize what will have the most measurable outcomes — all while ensuring that performance, data privacy, and security are never compromised.

Learn more about the platform with a live demo.

[Watch a demo](#)