

Trainline Case Study



Ian Randolph,
Product Owner, Web,
Trainline

Company

Trainline
www.trainline.com

Industry

Travel

Goal

Understand customer experience, identify opportunities to improve it, and prioritize activity to maximize business results

“Our number one focus as a company is to create an extraordinary customer experience, the best ticket-buying experience in Europe. Clicktale has been an essential partner in our success and in maintaining a truly superior customer experience.”

Results

- 50% ROI on Clicktale from addressing just one of numerous customer experience issues uncovered
- Deep understanding of how customers think and decide
- Psychological insight into on-site customer behavior

The business

Trainline, Europe’s leading independent retailer of train tickets, sells tickets worldwide on behalf of 48 train companies and helps customers make more than 100,000 smarter journeys every single day in and across 24 countries. As a one-stop shop for train travel, Trainline brings together all major train companies onto one platform, provides its customers with a complete set of travel options, and makes it easy for them to find the best price for their journeys.

The challenge

Trainline is a uniquely customer-centric business. The sheer volume of visitors to its app and websites - over 11 million each month - means that the company’s performance can be dramatically influenced by every micro-interaction. Identifying and eliminating “minor moments of displeasure” is a constant and mission-critical challenge.

While Trainline was expert at using traditional analytics solutions, they were looking for a solution that would enable closer monitoring and analysis of on-page customer behavior. To maintain their competitive edge and continue to grow, they needed advanced technology that would enable them to capture and

minutely dissect customer experience across diverse demographics.

Trainline was seeking a customer experience partner to deliver laser-focused insights into opportunities for improving the customer journey, along with concrete suggestions on how to prioritize activity for best business results.

Why Clicktale Granular insight into digital customer journeys



Ian Randolph,
Product Owner, Web,
Trainline

Trainline chose Clicktale to help meet the company's ambitious conversion and acquisition targets. It allows them to view what each individual customer is doing, how those interactions add up over entire customer journeys, and what role each experience plays in millions of monthly conversions and drop-offs.

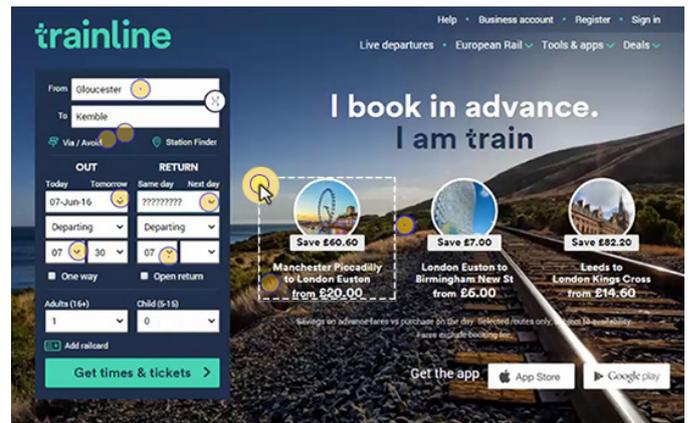
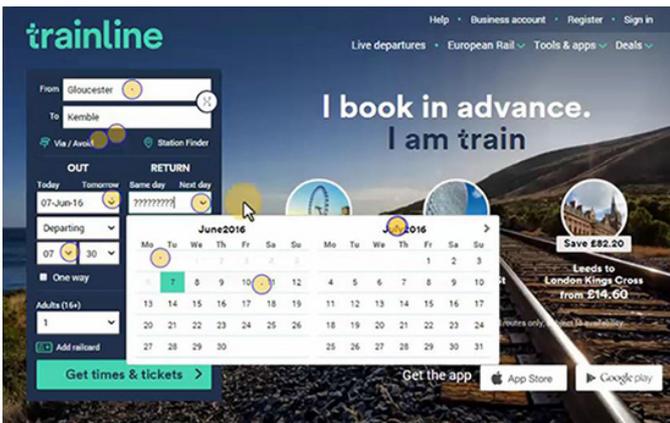
"We have a mature analytical suite, with SiteSpect for A/B testing and Adobe Analytics. Clicktale's integration with both of these tools is very important to our understanding of the full picture of what our customers are really doing on the page at a very granular level."

Deep understanding of how customers think and decide

Trainline was also seeking to distill a deeper understanding of user motivations, intent and behavior based on customers' digital body language. Together, with the Clicktale web psychology team, Trainline is working toward a better understanding of how customers think and make decisions on-site, unearthing unique insights which otherwise could not be found.

The solution

For a routine optimization review, Trainline first leveraged Clicktale to analyze their home page. Among numerous opportunities to improve the customer experience, Clicktale revealed that many visitors who intended to book the return portion of their round-trip fare, accidentally clicked on an adjacent promotion for a one-way fare.



Customers trying to book their return trip were accidentally clicking on the adjacent one-way promotion

The customers, who assumed that the promotion booking page that then opened was the regular booking page, were baffled and frustrated at being unable to specify their return trip. Clicktale showed numerous customers moving repeatedly back and forth between the home and promotion pages before finally abandoning the site without booking a fare.



Ian Randolph,
Product Owner, Web,
Trainline

“Clicktale allows us to detect unexpected customer behavior and actually add up the number of customers that are making an error, or experiencing an unintended consequence, so we know what to prioritize. This has given us a key advantage in providing an outstanding experience for our customers.”

Psychological insight into digital customer behavior

Analytics had indeed shown a significant bounce rate from the promotion page. However, they could not explain what was driving this rate, or what the business impact might be. Clicktale offered visibility into actual customer intent and behavior on the page, for insight into the root cause of the issue.

The impact

Significant uplift from a single enhancement to the Trainline customer journey

Trainline designed and A/B tested a variety of alternate page layouts to smooth the return booking process. The result? The significant uplift recovered from improving just one customer experience on its site – just one of many opportunities uncovered – returned 50% of Trainline’s annual investment in Clicktale, as well as enhancing the Trainline experience for its customers .

Trainline continues to leverage Clicktale to help keep pace with analytics in the face of truly explosive business growth. Clicktale Customer Experience experts function as an extension of the Trainline analytics team, delivering prioritized tactical user experience suggestions which the company’s web teams can insert directly into their workflow.



Ian Randolph,
Product Owner, Web,
Trainline

“One of the things we particularly value about our relationship with our Clicktale customer success consultant is that like us, they are focused on results. They understand not just opportunities to improve the customer journey, but the impact of those improvements on our business.”



Trainline gets on track for a truly superior customer experience

Conclusion

Trainline dramatically improved the reach and impact of its customer experience resources. Daily, Trainline leverages Clicktale to develop an even greater understanding of how their customers think and make decisions on-site. Based on these valuable insights gleaned from millions of customer interactions, Trainline can rapidly make the micro-changes that help raise conversions, lower drop-offs, and further cement the company's industry-leading position.



Ian Randolph,
Product Owner, Web,
Trainline

“Watching actual visitors using our sites and trying to click on links has given us an emotional decision lever that we didn't have before. Actually seeing users in action gives us a visceral sense of what our customers like and what problems they face, in addition to our conceptual understanding, so we can make more effective decisions faster, and get better results.”

Global Offices

US: +1 415 651 4291

UK: +44 20 3318 6535

WWW.CLICKTALE.COM

About Clicktale:

Clicktale taps into the wisdom and behavior of millions of visitors so that businesses can deliver the best digital experiences and drive amazing business results. Complex behavioral patterns are synthesized based on millisecond-level actions such as hovers and scrolls, enabling businesses to interpret their customers' digital body language to understand intent. The pioneer in Experience Analytics, Clicktale marries cognitive computing, machine learning and psychological research to automatically surface issues and answer questions that keep executives up at night. With unique behavioral data, clear visualizations, and worldclass customer experience expertise, Clicktale is driving the “Experience Era” at the world's leading brands and Fortune 500 companies.

Clicktale. Answer anything.

Clicktale®

Answer anything.