

CASE STUDY

KUONI - CRAIG YOUNG



EXPERT FINDER INTEGRATION

HOW TO BALANCE KUONI USER AND BUSINESS NEEDS

Kuoni has a separate sub domain in order to showcase its store network and staff of travel experts. This was providing an elongated journey away from the main site and giving the user all the work to do just to get in touch with us.

THE CHALLENGE

How can we improve and shorten the journey for the benefit of all our users while maintaining the business desire to show how many experts and stores we have and increase lead generation for holidays.

MY ROLE

Working in a Digital team of 6 with different responsibilities from SEO to social, my role as sole designer was to devise the logic, test and then hand over to the to the our supplier who built the original **Oliver & Graimes**. Research used by **Webcredible**. Stakeholders included Marketing manger and the MD.

DISCOVERY

We first noticed a painpoint with with our feedback tool **Usabilla** when we were having feedback messages like “why do I have to find a store or expert, I’m just looking for a holiday”. Thanks to some user testing facilitated by **Webcredible** on the current state of Kuoni’s digital offering it became a clear this pattern was emerging, that no-one wanted to go looking for an expert.

***“WHY DO I HAVE TO FIND A STORE
OR EXPERT?
I’M LOOKING FOR A HOLIDAY.”***

KUONI USER

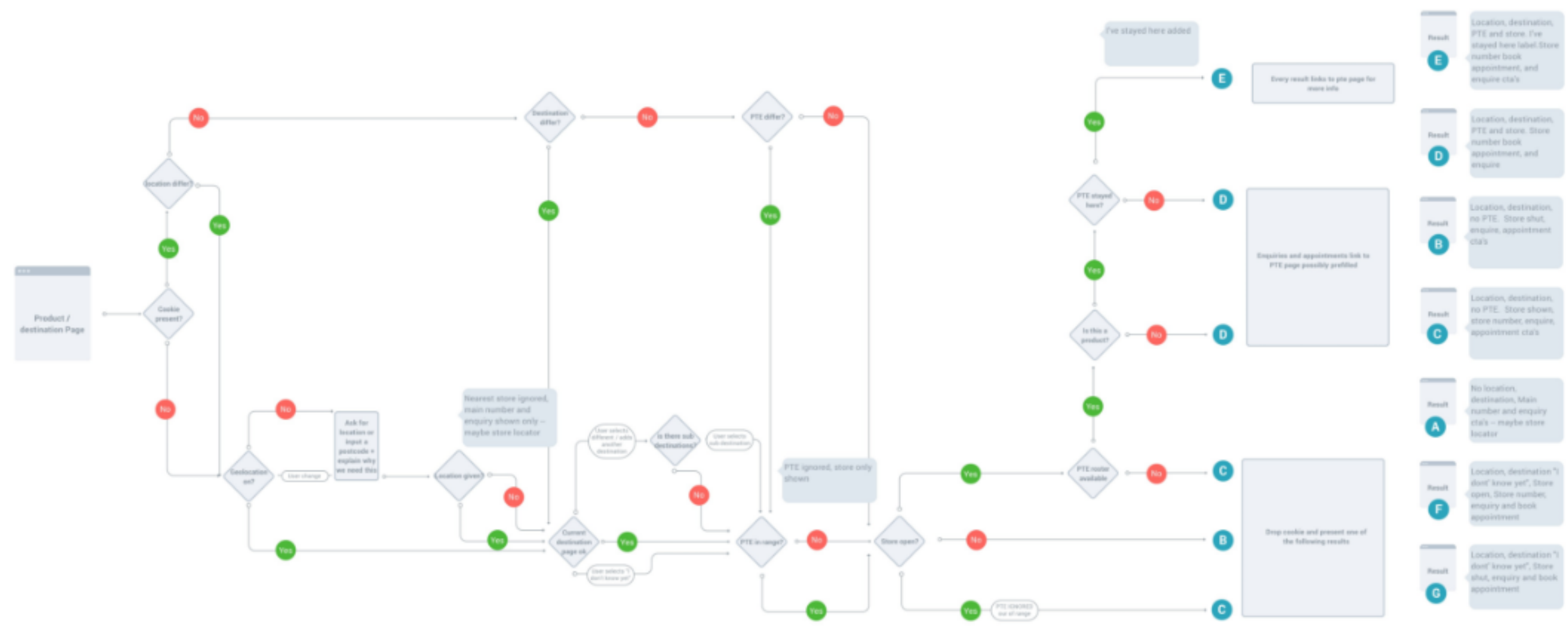
AREA OF FOCUS

We came to the conclusion is this case to do the “finding” for them. Thus fulfilling the business need and removing the pain from the user and in turn increase lead generation. Also by replacing the current CTA, relying on original developers at **Oliver & Graimes**.



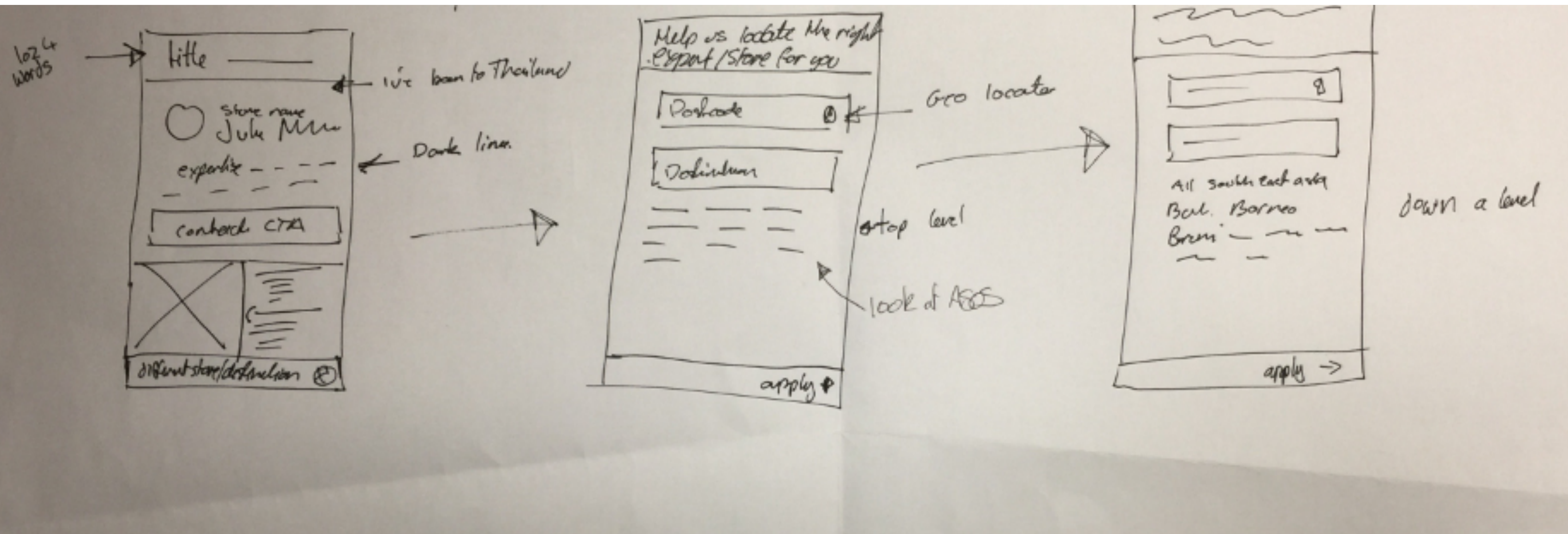
SHOW ME THE WAY

I began to work out the logic for a new call to action part. So we could share this with a developer early.



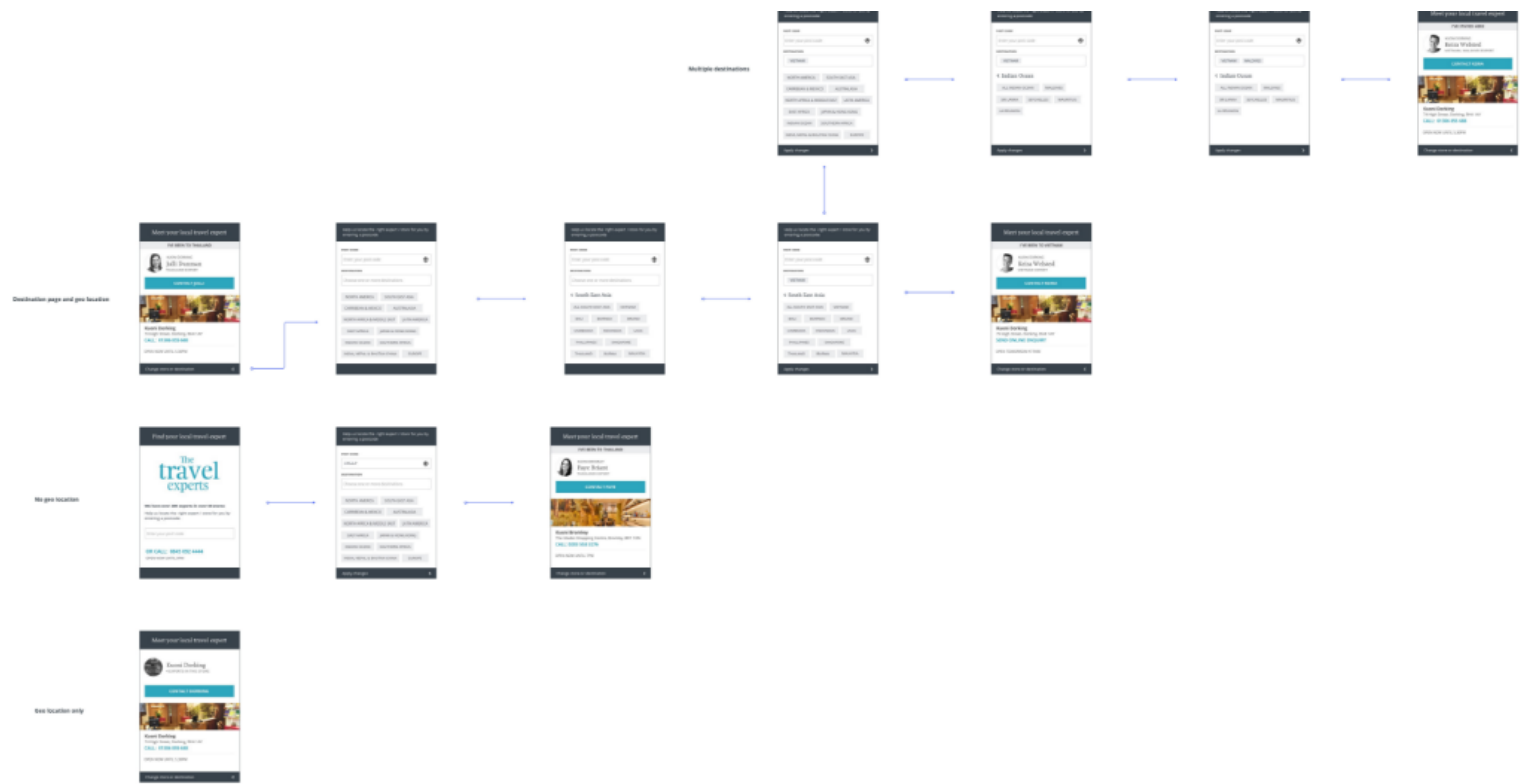
QUICK DRAW

After initial sketches I moved on to the UI and mapped the flow from my prototype.



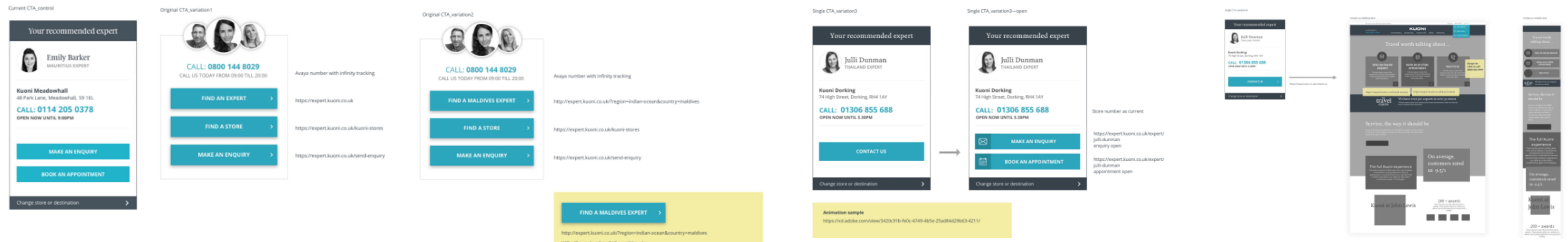
EYE OF THE BEHOLDER

Before we could test stakeholders decided we should make adjustments to UI, the flow remained intact and I mapped out further user overriding default items. Store images were removed to make development easier.



DO YOU REALLY LIKE IT

We then split tested our proposed final product against 3 other variations, using our partner Rcubed and the Celebrus tool on the live site with a control group stream.



Control and Variation1

Variation2

Variation3

Variation4

THE RESULTS

Variation 1

Bookings	-50.7%
Revenue	-48.2%
Quotes	-45.8%
Appointments	-37.1%
Call backs	107%

Variation 3

Bookings	-46.8%
Revenue	-50.6%
Quotes	-46.8%
Appointments	-47.2%
Call backs	-58.4%

Variation 2

Bookings	-40.2%
Revenue	-41.5%
Quotes	-33.8%
Appointments	-37.9%
Call backs	-59.1%

Variation 4

Bookings	-47.9%
Revenue	-41.5%
Quotes	-46.4%
Appointments	-38.2%
Call backs	-18.6%

THE CHAMPION

The results were quite clear the original design used for the control won out quite easily except for a slight increase in call backs with variation 1.

Your recommended expert

Julli Dunman

THAILAND EXPERT

Kuoni Dorking

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CALL: 01306 855 688

OPEN NOW UNTIL 5.30PM

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BOOK AN APPOINTMENT

Change store or destination