

Bringing Travel and Hospitality to a Higher Altitude

Continental Airlines achieves a 35 percent online conversion rate and reduces Web site abandonment with Click to Call.

THE CHALLENGE:

Continental Airlines sought to overhaul its online reservation process to improve conversion rates, reduce Web site abandonment, and drive even higher customer satisfaction.

“Click to Call is a natural extension of our first-class customer service and further demonstrates our commitment to add value to our online customers.”

– Kevin McKenna,
Managing Director,
Continental Airlines



THE SOLUTION:

Continental Airlines deployed eStara Click to Call from ATG to connect online Web site visitors to reservation agents at key points of sales across the online process. The product is a fully-hosted VoIP service that offers real-time collaboration and no significant internal IT resources.

THE RESULT:

Click to Call resulted in a 35 percent conversion rate – twice the rate of traditional leads. ROI from Click to Call soared to 50 times the cost of the service. Click to Call reduced Web site abandonment by over 25 percent on Web pages where the service was offered, and 78 percent of Click to Call users say Click to Call increases the likelihood that they will use Continental.com in the future.

THE STORY

Continental Airlines, the fifth largest global airline, has one of the most frequently visited airline Web sites in the world. In a period of intense competition from other air carriers and travel portal sites, Continental Airlines considers its Web site to be a mission-critical business priority. The company works hard to ease the process for online customers who are making reservations and seeking quick answers to their travel questions.

Continental sought to overhaul its online reservation process to improve conversion rates, reduce Web site abandonment, and drive even higher customer satisfaction. The company deployed Click to Call to facilitate real-time collaboration and communication between Web site visitors and call center staff.

“Within the first few weeks, ATG’s service had already paid for itself, increasing online sales and lowering abandonment rates.”

– Kevin McKenna, Managing Director, Continental Airlines



Click to Call in use on Continental.com

Clear the Runway

Continental Airlines needed a technology solution that could be implemented quickly, without taxing internal IT resources or forcing the company to increase its call center staff. ATG’s proprietary Voice over IP platform met this key requirement, deploying Click to Call at key points throughout Continental’s online reservation process.

Click to Call calls are routed and handled just like traditional inbound calls over ATG’s fully-hosted platform and deployed on the content layer of the Continental Airlines Web site. This eliminates the need for a significant internal IT resource allocation. The Click to Call deployment took less than two weeks and required minimal internal IT involvement.

Using Voice over IP technology (VoIP), The Click to Call solution provides online users the ability to make PC-to-phone and phone-to-phone calls, enabling collaboration from the Web in real-time. Continental measured Web traffic and call center analysis, customer feedback from over 5,000 online survey results and internal financial modeling to determine the success of the deployment.

Within weeks of deploying ATG Click to Call, Continental saw higher sales conversions, lower Web site abandonment, and stronger customer satisfaction.

about ATG

A trusted, global specialist in e-commerce, ATG has spent the last decade focused on helping the world’s premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalized, efficient and effective e-commerce sites. The company’s platform-neutral e-commerce optimization services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations, and eStara Connections.

For more information, please visit <http://www.atg.com>, or call 1-800-RING-ATG.

Ready for Take Off

Measuring Web traffic and call center analysis, customer feedback from over 5,000 online survey results and internal financial modeling, Continental determined the success of Click to Call.

Continental’s Click to Call sessions resulted in a 35 percent sales conversion rate, approximately double the traditional sales conversion rate, within the airline’s reservation group. The airline doubled its online reservation completion percentage, generating 50-times higher ROI.

ATG exceeded our expectations from day one, from both a customer user perspective and a business results perspective,” said McKenna. “ATG is driving meaningful business results, higher online sales conversions, and almost unheard of levels of customer enthusiasm.”

“Click to Call generated glowing reviews from customers and is demonstrating strong business results,” added McKenna.

According to survey results, over 25 percent of Continental’s Click to Call callers admitted that without the Click to Call option they would have abandoned the online reservation process and gone to a competitor’s Web site. Over 92 percent of Click to Call callers said the service “greatly” or “significantly” enhanced their online reservation experience. Finally, 78 percent reported that the service increased the likelihood that they will return to book with Continental again.

