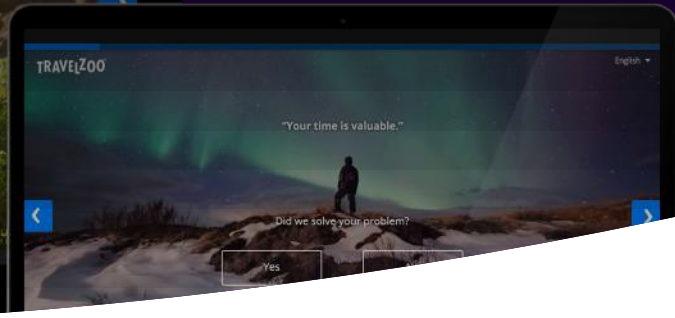


Travelzoo transforms VOC Programme

Achieving 350% increase in survey response rates



Travelzoo's Customerville-powered Voice of the Member program has produced measurable results since it launched in June 2019. Dramatically higher response rates and richer feedback have brought call centre representatives closer to the customer – and made them more able to continuously learn and improve.

Travelzoo takes its relationship with customers seriously, so it was troubling to see low engagement in their existing research program targeting the customer service effectiveness of their call centres.

The problems were simple: lack of engagement and lack of feedback. Travelzoo's customers simply weren't engaging. Survey invites were emailed to customers after an interaction with a Travelzoo customer service representative, and less than 8% of customers were providing any feedback on this interaction.

Lisa Oswald, Senior Vice President of Global Customer Service, knew that an 8% response rate was holding her team back from improving. She set an ambitious goal for the Customerville launch team: achieve a 20% response rate. To truly understand the Travelzoo customer experience, Lisa and her team needed to get feedback from a larger segment of members.

Customerville redesigned every step in the invitation, survey, and follow-up process. The content was trimmed down to a short and concise length. The revamped Customerville survey engaged Travelzoo customers in a story, visually designed to take members through the key questions that impact customer satisfaction. For a question to be included in the shortened survey, it had to meet one very important criterion: The information gathered from the question had to be something Travelzoo could act on.

Customers responded instantly to the new approach, sharing feedback in numbers that exceeded even Oswald's high goal of 20%. Customerville's account team continued to optimize even after launch, and by the end of the second quarter monthly response rates ranged from 35-39%.

Program Outcomes

- 350% increase in survey response rates, from 8% to 35-39%
- 2-point increase in CSAT to 95
- 2-point increase in RSAT (Representative Satisfaction) to 94
- 3-point improvement in First Call Resolution to 90
- 68% increase in service reps earning a performance bonus, from 40% to 67%

Find out more

Further information, e-mail info@ifs.com, contact your local IFS office or visit our web site, [ifs.com](https://www.ifs.com)

