



Ramblers Walking Holidays case study (Kevin O'Regan, Managing Director)

Get more happy customers, who recommend and return to you.

To make sure more of your clients come back and refer you, you need to understand what they love about your holidays and where to make improvements.

Ramblers Walking Holidays already had a 30% response rate for their customer feedback questionnaires, but they collated these replies manually, which meant they couldn't act on customers' comments as quickly as they wanted to.

Respond to feedback – fast.

We designed a personalised survey for RWH, down to naming the tour guide and specific hotels. The response rates have increased to 40% and the whole RWH team are able to see the results as clear graphs, within hours of the questionnaires being completed.

Delivering this feedback faster means each tour can be improved before the next run begins. Better holiday experiences mean more happy customers and a 3-point increase in the company's Net Promoter Score in the last year. (NPS is an index that measures how willing your clients are to recommend you.)

Kevin O'Regan is the Managing Director of Ramblers Walking Holidays:

“Where previously we might have had a hotel which was scoring poorly, maybe small tweaks would have been made or it might of kind of run and been left. But now we've got metrics that are coming in and people are measured by that. As an example, we have one tour in Sorrento, where we knew we were having issues with the hotel. By having the data and exposure to that, our product teams have worked with that information. We still use the hotel, but we've had a dialogue with them, and, using the comments that are coming back in the questionnaires, that has allowed us to improve our Net Promoter Scores. We've seen a significant jump in the scores for that holiday to Italy.”

Fix things fast and see your business grow.

By presenting customer data in an accessible, visual way, PULSE has made it easier for Kevin to include NPS in everyone's objectives. Now the whole team is even more motivated to create better experiences for their customers. As Kevin puts it, 'what gets measured, gets fixed', with the reward of more repeat bookings, more recommendations and a higher Net Promoter Score.

Spike: grow your travel business faster, with data that makes sense.

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