

How dé Vakantiediscounter unlocks the power of email feedback through data integration

dé Vakantiediscounter (part of Otravo) promises consumers the best accommodation at the lowest price. At its core, the company wants to stand out with a superb customer experience, all within the highly crowded online travel space.

Back in 2015 they sent one email to every known contact, without distinction in content. In-time, the ever-changing email marketing landscape did give rise to questions within the team; how could dé Vakantiediscounter get the right content in front of the right person, at the right moment? How could they instigate repeat business based on loyalty rather than (lowest) price?

dé Vakantiediscounter was able to formulate a strategy to answer these questions. Being able to import CloseAlert data into their central database takes a prominent role in this strategy.

- Understand how de email feedback strategy evolved and matured
- Learn how email feedback can be leveraged for promotional purposes
- Read about the simplest way to analyze and use feedback data

Customers say what's on their mind

Early 2016, dé Vakantiediscounter recognized that, in order to advance their market position, they had to focus on prolonging customer loyalty. This required intricate knowledge about what drives satisfaction. This notion triggered the implementation of CloseAlert.

Once deployed, the company immediately recognized that customers found leaving feedback through the email widget easy to do and that it provided valuable information.

“We’re asking customers what they think of the email but they reply with anything on their mind; 90% of the comments are about their experience and relevance.” - Jochem Veenstra, Channelmanager Email Marketing at Otravo

Flash-forward two years; early 2018 they decided to channel this information and push forward with a customer centric strategy focusing on email personalization with the help of email feedback.



Channelling feedback by asking various questions

Through continuous analysis of the feedback, Jochem and his team realized they could get much more out of its use. They took another look at their touchpoints and formulated

specific questions to ask at pivotal touchpoints.

Once implemented, this approach yielded more actionable feedback, and, because of this, negative feedback became easier to follow up on. Questions about travel documents for example were channeled by sending them automatically to the responsible team.



Incorporating a specific question tailored to the touchpoint (*Is everything about your travel documents clear?*) rather than a general question (*what do you think of this email?*) has allowed dé Vakantiediscouter to channel the feedback and direct it towards the correct team for a personal follow-up. By asking specific questions, the feedback has become better actionable information which supports;

- the building of algorithms used for automating the process of getting the perfect offer in front of every customer.
- persona building; what is this particular customer looking for? What are common characteristics?
- the satisfaction gauge; how much are the mailings liked? Which customers really love us? Who are the ones that don't? Why?



So, the company improved their questions, and this resulted in very actionable feedback. This feedback is used to improve the emails, journeys, and processes. The combined efforts have led to and as a result there's been a steady increase in the open, click, and conversion rates. . Moreover, the Trustpilot score has gone up; a rating on which a lot of potential bookers base their decision to buy (or not).



Now the question remains; how did they realize all this awesomeness? What is dé Vakantiediscouter's way to harness email feedback's true power?

Email feedback is an integrated part of the strategy

For dé Vakantiediscouter, customer loyalty is incredibly important. They try to increase this through all channels and with every customer interaction. Email feedback is an integrated part of dé Vakantiediscouter's this overall marketing strategy. So, what does this actually mean? Everything in their approach is centered around the ultimate goal of sending the right offer (content) to the right person, at

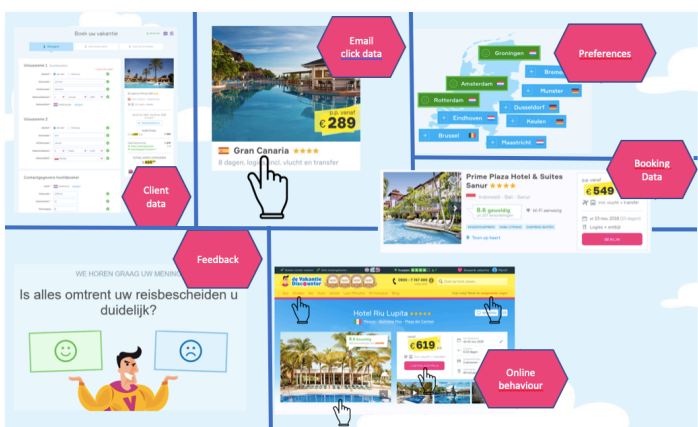
the right moment. For this, they combine data from a number of sources;

Winning industry awards by leveraging positive customers

Back to that realization early 2016; advancing their market position through prolonging customer loyalty. The fact that they have a great deal of loyal customers is underlined by the Zoover online travel award; t nomination every year since 2015. They've also won this award, three four (!) years in a row (2015 - 20187). In 2018 they added yet another nomination to the list; website of the year.

So, hHow has email feedback played a role?

The email marketing team realized that their most positively engaged customers were hiding in plain sight. Pushing this data from CloseAlert into the central database made it actionable and the group as a whole visible. Being nominated for the award, the team identified the opportunity to use this knowledge to their advantage and asked this group of 'positives' to vote for them. They've won ever since!



The company has chosen for a 'best of breed' solutions strategy rather than looking for a 'one-stop-shop' provider. CloseAlert data is one of the five focal points. dé Vakantiediscouter realized, very justly, that CloseAlert data is most powerful once connected to customer data in the central database. To facilitate this, the company has taken a pragmatic approach from the very start. They started importing some basic data on individual profile level:

- Number of responses
- Number of positive responses
- Number of negative responses
- Sentiment score

Making the shift from 'one to many' to 'one on one' email with highly personalized offers based on your profile and preferences has begun here. Today, there are separate email flows depending on the personal sentiment score now added to the database.



Conclusion

dé Vakantiediscouter recognized early on that, in order to maintain and increase a firm hold on their market position, they had to focus on customer loyalty. They've made this part of their DNA across channels. Specifically, for email, they've adopted a customer centric strategy evolving around email feedback.

In their quest to delight their subscribers with absolutely personalized offers at the right moment, they've selected 'best of breed' solutions with CloseAlert for email

feedback. All customer feedback data collected through the email widget is exported from CloseAlert and imported into the central database. This has made the data ripe for further analysis and action.

dé Vakantiediscounter has set out to increase and prolong their customer's loyalty. By making clever use of data they've seen the number of bookings double every year! More importantly, the number of repeat bookers steadily increases. Now if that ever is a good sign of increased customer loyalty!

Want to learn more?

Please contact yori@closealert.com or ring +31 (0) 20 26 118 62 to request a demo.