



10.12.08

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## NEWS

# Improvements to online experience will boost sales

Platform: **Internet** | Author: Charlotte McEleny | Source: nma.co.uk | Published: 10.12.08

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Improvements to customer experience on websites will significantly increase sales, according to research by Global Reviews.

The survey into customer experience of travel sites for over 1,000 UK adults found scores from the Customer Experience Benchmark were directly related to conversion rate.

Expedia came top, with a customer experience score of 59%, which translated to a 52% conversion rate. Lastminute.com came second with a 54% score for customer experience and...

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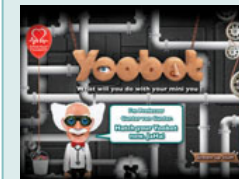
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Improvements to online experience will boost sales

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Owner: British Heart Foundation



... a conversion rate of 43%. Ebookers scored 52% in the benchmark and 37% of its visitors went on to buy. Opodo scored 49% and 30% of its customers went on to buy.

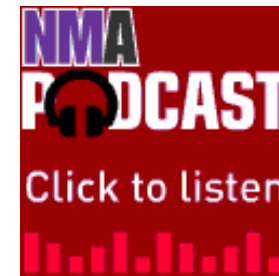
Bertie Stevenson, director, Global Reviews, said, "These results indicate that the quality of the customers' online experience is directly related to the online conversion rate. Companies that accurately measure and improve their customers' online experience will see a significant increase in sales."

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