

MEMBER LOGIN

[Log-off](#)


Argyle
RECRUITMENT

TODAY'S TOP JOBS

BUSINESS MANAGER - OPERATIONS

Salary : c.£40K

The Business Manager is responsible for leading international strategic projects through the complete project lifecycle and representing the international voice on corporate-led projects.

[full details](#)**PRODUCT DIRECTOR**

Salary : Excellent salary plus bens

Our client is looking for a ski focused Product Director to join the team. You will manage the product department; oversee the strategy, direct buying and brochure production.

[full details](#)**ONLINE MARKETING MANAGER**

Salary : Competitive Salary

Our client is seeking an Online Marketing Manager who will play an integral role in driving the ECRM strategy for the business, ensuring it is integrated with wider marketing activity and balances the needs of the company with an optimised customer experience.

[full details](#)

Quality online experience 'leads to more sales'

09 Dec 2008

Travel companies should invest in the online customer experience if they want to increase sales, new research claims.

A survey by benchmarking company Global Reviews showed a direct correlation between those travel sites that offered a good customer experience and those that made the most sales.

Expedia came top in the customer experience benchmark with a score of 59%, and also in the conversion rate league table with 52% of lookers going on to book.

lastminute.com came second in the benchmark with a score of 54% and had a conversion rate of 43%.

ebookers scored 52% in the benchmark, with 37% of its visitors going on to buy, and Opendo 49% and 30% respectively.

Global Reviews created the benchmark by asking consumers what they wanted from a travel website. It then looked at the best websites globally to create a benchmark of best practice with over 950 objective criteria, including the content and tools available online and the quality of the search and booking processes for flights, hotels and packages.

It then surveyed 1,000 people to find out which websites they used to research and buy their last holiday, and compared the conversion rate to the scores received in the benchmark.

Global Reviews director Bertie Stevenson 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.'

See also:

[Online travel growth nearing maturity \(05/12/08\)](#)[Hitwise reports drop in travel site usage \(25/11/08\)](#)[thomson.co.uk most visited site \(28/08/08\)](#)[Travel companies lose web presence \(03/06/08\)](#)[Back to Previous Page](#)

SITE SEARCH

Type in your keywords

[CLICK HERE](#)


BARCLAYS

Perfectly placed,
perfectly priced



CONTRACTOR

Salary : c.£45K

An experienced Contractor, with extensive experience of the Western Med is now sought for this major travel company.

[full details](#)

BRAND MANAGER

Salary : c£45k

SOUTH EAST

Our client is looking to recruit an experienced Brand Manager to join their busy team. You will be responsible for leading the development, implementation and delivery of the integrated Marketing plan and communications in conjunction with the Head of Marketing and in line with EMEA/ Global brand strategy.

[full details](#)

COMMERCIAL

DEVELOPMENT MANAGER

Salary : c£45k +

bonus + bens

SOUTH EAST

Our client is seeking an experienced Commercial Development Manager who will be responsible for acquiring new customers within the stated catchment area for the companies financed based products.

[full details](#)

[Click for all jobs](#)

This site is powered by **Site Manager** from

