About Sunweb Holidays

Sunweb Holidays, a subsidiary of Sundio Group, is a popular travel holiday company, specialising in European sun and ski holidays and is used by nearly 800,000 people a year to make individual or group bookings.

Challenge

As the online travel industry becomes ever-more competitive, the challenge and associated cost of targeting customers has risen – 50 per cent of Sunweb Holidays marketing budget was being spent on Google Ad Words alone, yet this was not driving the return on investment required.

Sunweb Holidays also suffered from limited IT agility as the small local team were only able to control the site content via a Content Management System that offered limited personalisation and reporting capabilities.

Instead of just focusing on driving traffic to the website, Sunweb Holidays wanted to capitalise on the growing number of visitors and convert them into sales.

Solution

After considering onsite targeting and conversion rate optimisation solutions, such as behavioural content targeting, LivePerson was selected as the provider of a digital engagement solution. LivePerson was the only vendor able to combine content targeting, Live Chat and click-to-call under a unified, intelligent digital engagement platform, LiveEngage. It would enable customers to be targeted with personalised content, such as messages and offers, based on specific behaviour.

The team decided to first test the effectiveness of content targeting through dynamic banner displays on the Sunweb Holidays brand site. From experience, the tour operator knew that visitors usually returned to the site about a month after their original visit to make their booking; and using LiveEngage, Sunweb was able to implement several targeted campaigns based on user behaviour:

- For those who visited the site for the first time and were out of the funnel, a banner stating “Satisfied or Your Money Back” was shown to encourage the booking.
- For users returning after considering offers on a specific destination, a dynamic banner that showed their destination directly upon arrival on the site was displayed. This banner campaign generated a 31 per cent increase in sales compared to a group not subjected to it.
- In other cases, one of the site’s competitive advantages - that its package deals include accommodation, flight and transfer – are offered to the right customer at the right time. As a result, Sunweb saw a 77 per cent increase in conversion rate in this particular scenario.
- When a user arrived by SEO on to a specific page, a banner appeared providing information about other offers on the site.

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Thomas Courjeault, Marketing Director, Sunweb

Results

The LivePerson solution was implemented in only two weeks. The creation and set up of content targeting campaigns was very quick, providing a level of flexibility that the team had only dreamt of in the past. The personalised messages and offers alone generated an incremental conversion rate of 35 per cent on average across target segments, resulting in a lift in total sales of 14 per cent.

“With LivePerson, we can quickly set up targeted onsite campaigns,” said Thomas Courjeault, Marketing Director, Sunweb Holidays. “The solution meets all of our expectations: it’s flexible, fast and efficient. Half of the campaigns that we generate are designed by LivePerson and half are designed by our teams: this complementary solution generated a substantial lift in the overall conversion rate.”

Sunweb Holidays has succeeded in converting more visits into sales, which allows it to recoup its investment in the acquisition of new customers with a less intrusive and a more strategic approach.
During Sunweb Holidays’ pilot with LivePerson, the price of a conversion by an affiliate network was used as a benchmark to measure ROI. As LivePerson charges Sunweb Holidays solely on additional sales the measurable return on investment is much greater.

Sunweb Holidays has subsequently decided to embark on a long-term partnership with LivePerson. The next step in the company’s strategy is the extension of Live Chat and click-to-call on the site.

Live Chat and Voice to Boost Sales of Skiing Holidays

Sunweb Holidays’ sister brand, Ski Horizon, wanted to accelerate its growth in the French market in 2013 with the objective of turning over 100 million euros in the following three years.

After the success experienced by Sunweb Holidays, the team decided to test LivePerson for its sister brand Ski Horizon, during the 2013 winter season.

For Ski Horizon, this involved using Live Chat to enable contact centre advisors to handle more customer enquiries at the same time and, most importantly, encourage site visitors to chat based on customised interactions identified by behaviour – a visitor ready to leave the site, lost in the navigation process or demonstrating hesitant behaviour can be offered help immediately.

By adopting a holistic approach to website personalisation and cross channel digital engagement, the company is confident it will improve the customer experience and ultimately increase conversions.

About LivePerson

LivePerson, Inc. (NASDAQ: LPSN) offers a cloud-based platform that enables businesses to proactively connect in real-time with their customers via chat, voice, and content delivery at the right time, through the right channel, including websites, social media, and mobile devices. This “intelligent engagement” is driven by real-time behavioural analytics, producing connections based on a true understanding of business objectives and customer needs.

More than 8,500 companies rely on LivePerson’s platform to increase conversions and improve customer experience, including Hewlett-Packard, IBM, Microsoft, Verizon, Sky, Walt Disney, Telefónica O2, QVC and Orbitz.

LivePerson received the CODiE award for Best Content Management Solution in 2012, and was named a Market Share Leader by Frost and Sullivan in 2012. LivePerson is headquartered in New York City with offices in San Francisco, Atlanta, Amsterdam, Santa Monica, Tel Aviv, London and Melbourne.

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