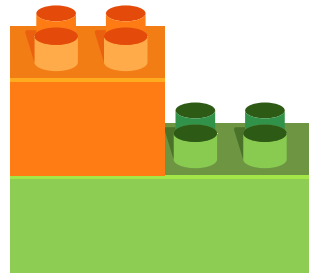


HOLIDAY EXTRAS: LEGOLAND

DRIVING CLICKS TO PROFITS



Since its launch the Legoland Holidays site has seen a

50%

**increase in customer retention
and a reduction in drop out rates**

“Prospect were able to completely re-design our website extremely quickly and within budget delivering designs which matched our specifications. More importantly they were very approachable, easy to work with and able to adapt the designs to meet our suppliers feedback.”

Charlotte Kitson,
Marketing Manager,
Holiday Extras

PROBLEM

Holiday Extras had a strong selling proposition for Legoland Holidays, but had difficulty converting browsers into visitors. While awareness of the brand was high, there was a 70% drop-out rate on the payment page. This was due in part to a lack of pricing transparency, as well as overall issues with the customer experience flow. The objective was to double conversions and reduce the bounce rate by 10%, all within a very tight budget envelope.

SOLUTION

Prospect’s solution was to understand what people were actually looking for on the homepage. 80% of visitors were looking for information, but were presented with a booking form instead. The target audience (35 YO mothers who have kids in the “sweet spot” 3-8 YO age bracket) were getting put off by the lack of information, feeling they were just “being sold”.

Prospect quickly conducted a best practice analysis of the information architecture and site structure, finding numerous opportunities for improvement. There needed to be much more of a balance of information on the homepage, as well as clear signposting through the steps of the booking process. The design solution was to increase the amount of, and access to, engaging information. Hotel search was also simplified and a more involving experience was created that was more in line with the final quote for the holiday.

IMPACT

By clearly setting expectations and providing transparent instructions, the solution went far to improve customer retention and decrease drop-outs. Retention improved by 50%. Drop-outs were reduced by 17%. Customers were much more positive in their reviews of the site and overall, the site delivered increased profitability.



DRIVING CLICKS TO PROFITS

Double conversions

Reduce bounce rate 10%

Improve search and site structure

Allow customer experience to "flow"

Increase amount and access to engaging information

