

British Airways

Uncovering the 'Why' Behind Online User Behavior with Decibel & Usabilla

GOAL British Airways (BA) was looking for a complete understanding of its online user journeys. In particular, BA wanted to identify and better understand any friction happening during the online account login or flight booking process.

Strategy British Airways combined on-site surveys from Usabilla with digital experience intelligence from Decibel to get a complete understanding of user journeys.

British Airways uses heatmaps and session replays from Decibel to establish the circumstances behind moments of customer friction uncovered in Usabilla survey findings.

According to Jessica Delaney, Digital Optimization Executive at British Airways:

"Decibel has been invaluable in helping us to understand and support our online customers. The sessions Decibel records are linked to a Usabilla survey, which is triggered for customers who have interacted with at least three pages of the British Airways website.

"We review many of these survey results, and attempt to categorize key dissatisfaction themes using session replay.

"This was particularly useful when customers were commenting that they were unable to login to their Executive Club accounts. This issue had also been identified from other feedback channels, but it was unclear why it was happening. After reviewing session replays, we identified that no technical errors were appearing. Instead, customers were inputting the wrong details and coming to the login error page, where they were then interacting with the 'forgotten pin/password' link to reset their passwords.



Jessica Delaney, Digital Optimization Executive at British Airways

"The quick use of a session replay tool meant a great time saving in technically investigating the customer's comment."



British Airways (BA) is a full-service global airline which celebrated its 100th birthday in 2019. Based out of London's Heathrow Airport, BA flies more than 145,000 customers daily - and has aircraft taking off from somewhere in the world every 90 seconds. BA is committed to providing a modern, best-in-class customer experience.

Utilizing the Decibel-Usabilla integration, British Airways was able to:



Generate evidence-based improvements to page layouts



Get a complete picture of how customers experience its website

"A similar instance occurred where a customer complained that they had been unable to change a booking online. From the customer's explanation it was unclear why this was happening. The use of a session replay really brought the comment to life as it allowed us to see that the buttons to change the booking for the flight were missing.

"From the customer's explanation alone this would not have been picked up and investigated. Furthermore, it would have been very unlikely that we would have been able to understand what the customer was unable to do.



Jessica Delaney, Digital
Optimization Executive at
British Airways

"Combining the customer complaint with a session replay illuminated the problem and made us aware of a previously unknown issue."

Beyond Session Replays

Behavioral heatmaps provide British Airways with additional insight into how customers interact with its website. "We have also found Decibel's heatmaps useful when discussing page improvements. They have provided additional insight into areas of the page visitors focus on and have helped us understand parts of pages that customers do not often interact with."

- British Airways combined an on-site Usabilla survey with session replays for a more complete picture of how customers experience its website
- By linking session replays to specific support cases, British Airways exposed the context behind on-site customer experiences that ended with the customer contacting the support center
- Using behavioral heatmaps, British Airways was able to generate evidence-based improvements to page layouts



British Airways uses Decibel's session replay capabilities to establish the circumstances behind moments of customer friction



Heatmaps provide insight into how customers interact with British Airways' website



Decibel provides real-time intelligence that enables businesses to measure and improve online customer experiences – at scale.

Pioneering the world's first technology designed specifically to quantify experiences, Decibel's Digital Experience Intelligence platform captures unique experience data, enriched by machine learning, to reveal digital body language, understand user state of mind and pinpoint problem areas on your website, web applications and native apps. Our go-to, universal metric for measuring experiences online, the Digital Experience Score (DXS®), automatically rates the quality of experiences and can be segmented across your entire digital offering and audience for immediate insight into where the biggest wins lie.

This intelligence powers best-in-class forensic tools that allow digital teams to investigate exactly how and where to optimize for better experiences. Built on a flexible, fast, open API, Decibel makes it easy to integrate and export smart experience data to enrich your entire stack or model in-house. The world's largest companies including LEGO, British Airways and AllState Insurance use Decibel to discover opportunities to transform digital experience, drive brand loyalty and grow their businesses.

See how Decibel's experience data can transform your business.

Visit us at decibelinsight.com for more information.