

Apptentive Helps Global Travel Company Drive Customer Communication

Global Travel App Leverages Apptentive, Sees 48% Survey Response Rate



A global travel company was looking for a way to increase cross-device communication for their customers who are always on the go. In order to reach a broader base of their customers, the company built an app that automatically creates a master itinerary for every trip so their customers could access all their travel plans, anytime, on any device.

The initial launch of the app was a success, but the company still needed to drive better in-app communication and boost their visibility in the app stores in order to reach their goals. They partnered with Apptentive to incorporate [Notes, Surveys, and Ratings Prompts](#) with the goal of improving one-on-one in-app communication with customers, as well as increasing the volume of ratings (specifically increasing positive feedback in the app stores) and redirecting negative feedback away from the app stores.

Results

Implementing Apptentive Notes, Surveys, and Ratings Prompts paid off. The company leveraged Notes to send messages to their customers in-app, that then sent customers to a Survey for deeper communication.



The average survey response rate was 48%, allowing the team to hear from almost half of their targeted mobile audience.

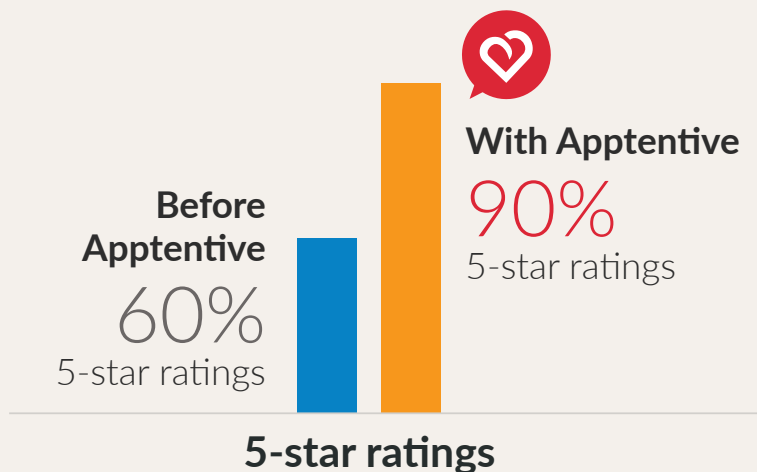
Ratings Prompts helped dramatically increase the volume of ratings the app receives.



The company saw a **525% increase** in the volume of ratings.



In addition, the company saw an **increase of 152% in five-star ratings** and a **decrease of 78% in one-star ratings**.



Prior to partnering with Apptentive, the app's five-star ratings were only 60% of all App Store ratings. After launching with Apptentive, **90% of the company's App Store ratings were five-stars.**

A Continued Partnership

The company continues to work with Apptentive to learn more about their mobile customer base through in-app engagement. Apptentive's Notes, Surveys, and Ratings Prompts help the company provide a world-class travel experience across all devices, enabling the company's customers to explore the world with peace of mind that their travel plans will keep up with them!

ABOUT APPTENTIVE

Apptentive's mobile customer engagement software helps companies listen to, engage with, and retain their customers. The product gives brands the opportunity to identify who to talk to, intelligently engage customer segments, and mobilize customers to take action through in-app messages, surveys, and prompts. Integrated into thousands of mobile apps, Apptentive helps companies engage mobile customers, boost app ratings, drive downloads, and earn customer loyalty. The company powers millions of customer conversations every month for companies including Concur, DraftKings, eBay, eHarmony, Intercontinental Hotels Group, Saks Fifth Avenue, and Zillow.



 **Apptentive**

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customers love

with our mobile customer experience software