fullstory + GOL

INDUSTRY

Travel & Hospitality

COMPANY SIZE

Enterprise

USE CASES

Conversion rate optimization, Data Destinations, Identifying and resolving bugs
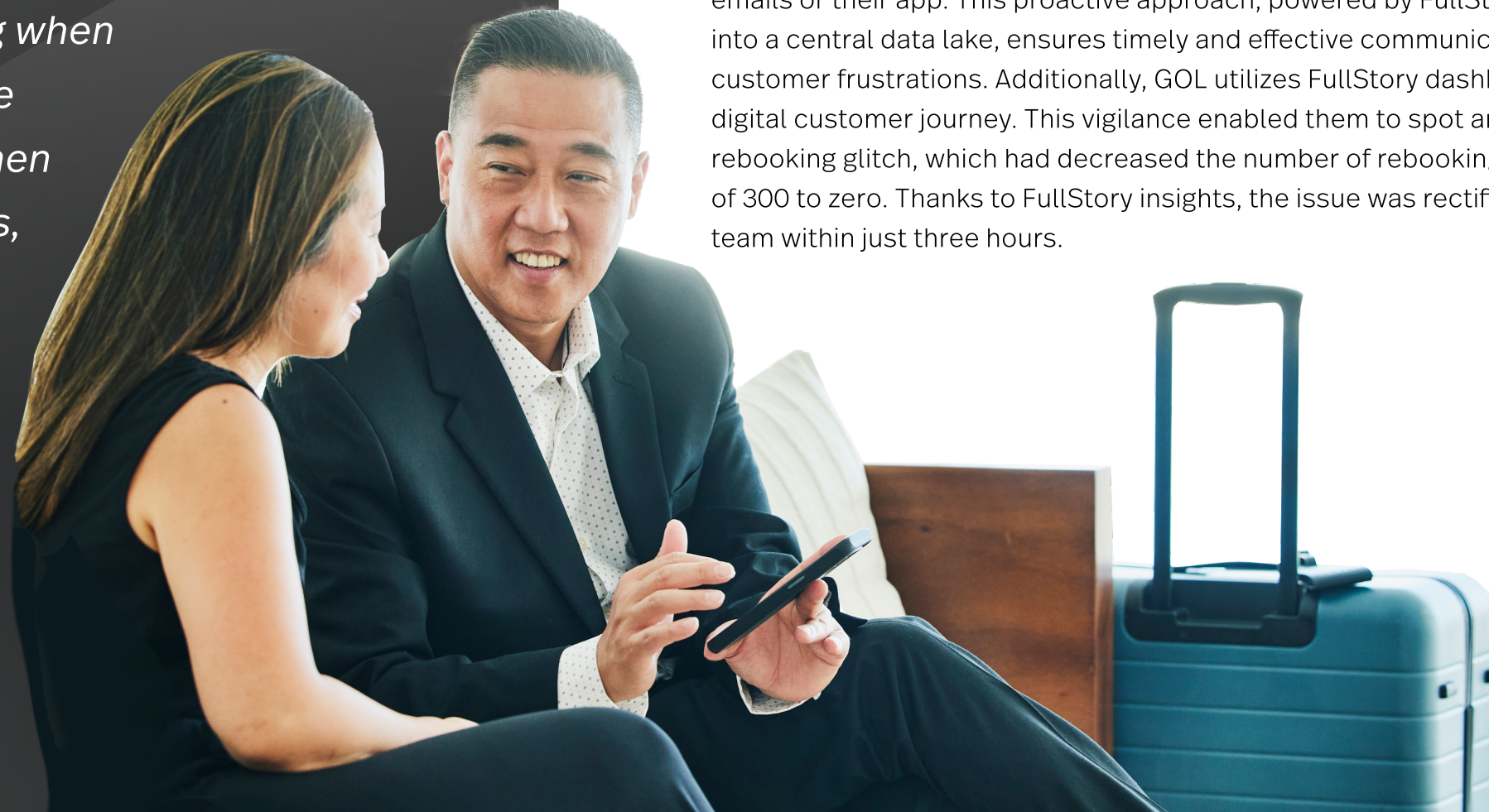
PARTNERED WITH

Looptimize   H3 SOLUTION

"

FullStory brings us a lot of visibility into what our customers are experiencing when using our website or app. Before FullStory, we could only see when users were leaving our channels, but we wouldn't know why. Now we know why."

—
Felipe Hillmann,
Head of Marketing, GOL

GOL Airlines builds brand loyalty with an exceptional customer experience

Enhancing digital check-in experience

GOL Airlines offers digital self check-ins to streamline the travel experience for its customers. However, upon analyzing data from FullStory, the team found recurring errors in the check-in process on both their website and app. Through the Session Replay feature, 13 prevalent workflows impacted by this error were identified. After resolving the issue, GOL experienced an 8% rise in self check-ins, translating to approximately 2,000 USD saved in support time for each airport location.

Proactive problem-solving and rapid issue resolution

To preemptively address potential inconveniences from unpredictable flight changes, GOL identifies affected passengers and promptly shares alternative options through emails or their app. This proactive approach, powered by FullStory data integrated into a central data lake, ensures timely and effective communication, greatly reducing customer frustrations. Additionally, GOL utilizes FullStory dashboards to monitor their digital customer journey. This vigilance enabled them to spot and fix a significant rebooking glitch, which had decreased the number of rebookings from a daily average of 300 to zero. Thanks to FullStory insights, the issue was rectified by the engineering team within just three hours.

RESULTS

$146k

Worth of support time saved after correcting digital self check-in issue

8%

Increase in digital self check-in conversions

3 hours

The time it took to locate, investigate, and fix a critical issue

Read more at fullstory.com →