

Uncovering Impactful Insights with Alterian's Customer Journey Analytics

How Alterian's Customer Journey Analytics gave this rideshare company the insights they needed to plan and implement changes to achieve their acquisition and conversion goals.

A rideshare and autonomous vehicle testing business wanted to increase the number of users utilizing their rideshare services. However, they were lacking the insights necessary to make CX decisions with confidence.

Challenge

The business had no visibility of the end-to-end customer journey. Without this, they had no way to know what was working and what was not, and minimal insights to guide the decision-making process when planning out journey and customer experience optimization.

The business was also utilizing siloed channels and systems, and this was creating a poor customer experience. Customers were dissatisfied by the fact there were major disconnects and delays between receiving an offer, downloading the app, and using the app to book the service.

Key challenges:

- A lack of insight into the performance of offers and promotions that led to customers either downloading the app or booking rides.
- Disconnected customer experience and siloed channels
- Limited view of customer experience within existing systems and channels



The solution

Alterian's Customer Journey Analytics gave the business a holistic view of the complete customer experience across all channels over the length of the customer lifecycle.

With the technology in place, the business was able to connect five sources of data that form part of the customer journey – ad tech; campaign system; email platform; bookings; offers and promotions – and create an integrated source of truth from which to source behavioral and journey data.

Using the power of AI, Customer Journey Analytics was able to create a journey view of the activity of every customer and prospect, which was driven by analysis of over 6.4 million interactions. This powerful capability enabled the business to measure:

- The effect of ads after the last click and into the customer lifecycle
- Behavior that impacted retention / repeat booking, and attributes including the type of customer and type of services used
- What offers created long term customer value



Tech

- Customer Journey Analytics



Team

- Professional Services Team
- Client Marketing Performance Team
- Client Data Science Team



Channels

- App
- Ad Tech
- Email
- App Push Notification
- Ride Booking System
- Voucher Management System



Timescale

- 6 weeks

Results

Customer Journey Analytics helped the business uncover a range of impactful insights, which they used to inform customer experience and journey optimization planning and strategy.

Key insights identified

Retention insight

- The highest rate of attrition occurs between customers' first and third booking; by the fourth booking, retention is up at 80%
- Customers with children on a booking have a 12% better retention rate



Campaign efficiency insight

- Marketing campaigns drive 18%+ of bookings
- Search ads have 3% conversion per session
- Search ads have 73% conversion rate when looking further along the journey path



Customer lifecycle insight

- Redemption rate relates to customer engagement levels
- Active customers numbers had been slightly plateauing in recent months

