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## Overview

### The need

To drive sales, Air France wanted to cut abandonment rates on its website – but its manual approach to customer experience management made it difficult to identify sticking points on the customer journey.

### The solution

Using IBM software to analyze and understand how customers browse its website, Air France can capture the sticking points and make changes based on real-world use patterns.

### The benefit

By streamlining the e-commerce journey, Air France ensures seamless, high-quality customer experiences that dramatically reduce the risk of cart abandonment and drive sales.

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# Air France

*Driving sales and reducing cart abandonment with seamless e-commerce journeys*

Internet and mobile technologies are changing consumer habits. With travelers shopping around online to find services that match their needs, how do air transport companies ensure that their offerings remain competitive?

This was the challenge facing Air France, which generates 25 percent of its sales through its e-commerce channel. Using IBM® Tealeaf® Customer Experience Management software, the company can streamline the customer journey based on real-world usage data, reduce the risk of cart abandonment and drive its sales.

## Understanding the customer journey

Customer expectations of e-commerce are growing, and even small design flaws can result in “sticking points” along the customer journey – increasing the risk of frustrated customers abandoning their shopping carts, and opening the door to competitors.

To boost its online sales from EUR2 billion in 2012 to EUR3.5 billion by 2015, Air France wanted to reduce the risk of cart abandonment by ensuring that its e-commerce channel delivered a seamless journey to every customer. In the past, the company relied on manual approaches to customer experience management, which made it difficult to understand why some customer journeys went more smoothly than others.

Luc Behar, Digital Experience and Performance Director at Air France, says: “Air France has always been committed to providing its customers with the highest quality of digital services, and e-commerce is now a key growth area for the business. We wanted to ensure a seamless journey for every customer on each of our 120 e-commerce sites worldwide.”



## Optimizing customer experiences

To get deep insight into customer experiences across every e-commerce platform, Air France deployed the IBM Tealeaf Customer Experience Management solution. The software automatically records customer journeys through every site in real time, and uses aggregated clickstream data to determine where a sticking point along the customer journey has led to cart abandonment.

In addition to algorithmic discovery, the solution enables Air France to capture e-commerce improvements via its helpdesk. For example, if a customer calls the Air France helpdesk, the customer support agent can “replay” the last browsing session – enabling fast detection of errors in a site’s business logic, such as permitting a customer to choose a return date that is earlier than their departure date.

Luc Behar comments: “The customer-experience insights that we are getting are invaluable, and they are helping us to make deep improvements to our e-commerce sites.”

## Ready for the future

With more than 170 million visits per year continually analyzed by the IBM solution, Air France is well placed to achieve its EUR3.5 billion online sales target by 2015.

“Improving e-commerce experiences means fine-tuning hundreds of essential details,” concludes Luc Behar. “Automated customer experience management is a key enabler of the Air France transformation process.”

## Solution components

### Software

- IBM® Tealeaf® Customer Experience Management

## For more information

To learn more about IBM solutions, contact your IBM representative or IBM Business Partner, or visit the following website:

- [ibm.com/smartercommerce](http://ibm.com/smartercommerce)



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Produced in France  
February 2014

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