

10 Ways Airlines Can Optimize Their Checkout Funnel



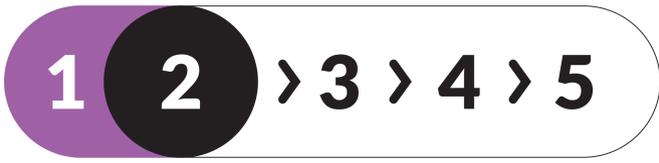
Simple Booking is Key

Customers shouldn't have to work hard to make a purchase from you, so it's critical that you minimize the ordeal of booking a flight. But that doesn't mean reducing the number of steps in the process. We're seeing a shift from a few stages requiring a lot of customer input to more stages asking for fewer, simpler inputs.



Remind Customers of Their Progress

If customers are completing five stages in a process, keep an on-screen reminder showing you've captured their data correctly along the way, e.g. flight date/time, flight duration, passenger names. Don't let customers find out on their last step that they used the wrong dates.



Clarify Number of Steps Left

If the customer is only two stages through a five-stage process, make sure they know.



Personalize The Tone, Where Possible

Rather than 'searching for flights to New York,' we've seen a better customer response to: 'Let's fly to New York!' A flight can be exciting; reflect that excitement in the booking process.



Use Visual Aids

If a customer is booking a flight to New York, show pictures of New York. The bigger and more creative, the better.



Use Bigger Call to Action Buttons

As a rule, the type size on call to action buttons should be bigger than body copy.



Green Means Go

Green is a positive color, but it does not work universally; for instance, if your brand color is purple. A clash with your corporate brand color is not a good approach.



Show Pricing Early

No one likes to get to the end of a detailed process and find a nasty surprise. Remember, customers can still bail at checkout, and may not think kindly of you in the future.



Create a Little Competition

Let customers know others are looking at the same flight. It creates urgency and reassures the customer the flight is popular. Also, show 'best sellers' for a chosen route.



Differentiate Ticket Classes

If there are multiple classes of ticket, show the different features of each. We've found graphics and tick boxes work best. People respond well to checkmarks.

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