

## Case Study – Website Evaluation

**Royal Caribbean International** released a redesigned, fully Web-enabled version of its CruiseMatch application, which allows travel agents to shop for and book cruises for single clients or groups online. In order to enhance the user experience, RCI engaged eVOC Insights to conduct user experience research to evaluate this new online application.

### Key Findings

- 68% of travel agents would migrate to the new tool in the future and would recommend to colleagues
- Research found ability to shop for and book travel was strong; However, ability to modify and cancel travel needed improvement
- ROI = After implementing eVOC’s recommendations RCI earned the title of “Best Cruise Line Overall” among travel agents

### Objective

After releasing Phase 1 of its fully Web-enabled CruiseMatch application, RCI wanted to assess the application and its usability in order to craft the plan for Phase 2, which was to successfully migrate all of its travel agents from other booking channels to the new online application. The goals of this research:

- Evaluate usability and navigation of CruiseMatch
- Identify missing functionality from the Phase 1 version of the application
- Determine degree of resistance to the new tool among current travel agents
- Benchmark performance of the tool to measure future enhancements

### Solution

In order to accomplish these objectives, eVOC Insights conducted a Website Evaluation on CruiseMatch. Travel agents were recruited from RCI’s database and asked to conduct key tasks using the tool. During the tasks, their behavior was captured. Following each task, detailed follow-up questions, both quantitative and qualitative, were asked that captured agents’ thoughts on their experience using the new CruiseMatch tool, as well as their requests for additional features and functionality that would increase their usage.

### Impact

The Website Evaluation determined that Phase 1 of the CruiseMatch tool performed well with clear areas for improvement. This exposure indicated 68% of travel agents would use the tool in the future and would recommend it to colleagues. This research also identified areas for improvement to encourage wide-spread adoption of the tool. eVOC’s recommendations included reducing the number of clicks to information, improving the ability to modify and cancel reservations, and increasing the amount of contextual help to provide guidance for new users.

Since this research, RCI implemented eVOC’s recommendations and rolled out Phase 2 of CruiseMatch Online. Travel agent adoption has been exceptional, earning Royal Caribbean International the title of “Best Cruise Line Overall” by Agent@Home Magazine.

#### OVERALL SATISFACTION

Based on your experience today, how satisfied were you with your ability to do the following?

