

Case Study – rentahome.com.au

“Our customers are telling us they are happier with the site and its showing in our conversion rates.”



Industry: Online [holiday accommodation in Australia](#) .

of Website Pages: over 100,000

Using Kampyle for: 5 months

of Feedback Items: 2107

About the company:

rentahome.com.au provides an online booking service for holiday homes, serviced apartments and corporate accommodation for short term or long stay in over 900 destinations across Australia.

rentahome was established in mid 1999 and has become the leading online provider of furnished homes and apartments Australia-wide winning numerous business awards.



www.rent-a-home.com.au

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The Problem:

Recently, rentahome has completed a major redesign of its website and after settling technical issues, rentahome strived to improve the customer experience and conversions with various analytics tools.

Justin Butterworth, Managing Director: *“Other analytics tools were telling us what the funnel process looked like but they did not tell us what customers thought about the process, the pages, i.e. the ‘why’ questions were not being answered.”*

Using Kampyle Feedback Analytics, rentahome aimed to get any information that would allow them to maximize efficiency of their recent website re-design

The Solution:

rentahome.com.au implemented Kampyle’s [website feedback](#) solution on all pages, to allow their users to submit feedback in any section of the site. Using Kampyle [Feedback Analytics](#), rentahome aimed to maximize efficiency of their recent website re-design and minimize the problems typical to the transition period following major changes in a website. rentahome was able to:

- quickly identify all usability issues with detailed information about the page, browser type, etc
- hear from customers how they rated the web page
- systemize and benchmark their performance across pages and over time
- conduct the analysis in a cost and time effective manner
- prioritize and manage the website improvements requested
- respond to [customer feedback](#) and follow through with assistance

rentahome.com.au’s grading among users has gradually increased by 30% in a few months. In addition, rentahome have managed to reduce the number of bugs reported by over 70%, and improve portion of compliments to over a quarter of responses.

Benefits and Results:

rentahome.com.au began to see results immediately. Initial reports of broken buttons, links and other technical faults were quickly rectified, more high-level feedback about issues referring to the layout, color and style of the website started to come in. rentahome continues to receive more subtle feedback relating to the business process and services provided on the website. Across dozens of pages, rentahome has received thousands of feedback items a month. Grading among users has improved by 30% in just a few months. In addition, rentahome managed to reduce the number of bugs reported by over 70%, and increase compliments to over a quarter of responses.

Justin Butterworth, Managing Director: *“ Our customers are telling us they are happier with the site and it’s showing in our conversion rates. We spend less time explaining how to use the site and more time actually serving customers and transacting. We’ve also received great ideas for new features and the positive customer comments encouraged our team to strive even higher. Kampyle, we love it.”*

[Kampyle for Websites](#) - is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.