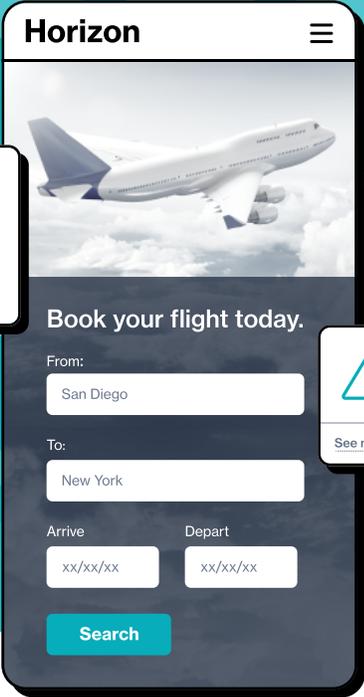
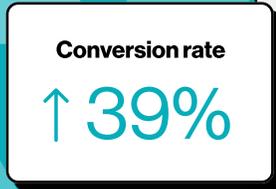




# Quantum Metric for airlines.

Helping the world's top airlines understand traveler needs and optimize digital journeys, while driving internal efficiencies.



**Possible frustration**  
See more errors like this

## Drive better digital outcomes.

Proactively detect revenue leaks and missed opportunities on web, mobile, or kiosk.

Quickly validate and diagnose self-service friction, whether it's a technical error or confusing UX.

Make the business case to prioritize enhancements that drive the biggest lift.

Increase speed and efficiencies across CX, product, and technology teams.



“Our dev team managed to reproduce the problem instantly, pinpoint exactly how many users were experiencing it, and find out what was causing it. It was fixed in hours. In this one insight, the Quantum Metric partnership paid for itself in less than a month.”

— **Kenny Chang**  
Executive VP and CMO, Korean Air



## How digital airline teams use Quantum Metric.



### Monitor & detect

- Capture over 300 behavioral and technical signals on web and mobile without constant tagging
- Alert on shifts from the baseline, including KPI drops or increases in customer friction



### Diagnose & quantify

- Validate issues impacting customers with segmentation, session lookup, and session replay
- Easily quantify the business impact and scope of customer friction with one click quantification



### Discover & optimize

- Drive design decisions with heatmap, page, or journey analysis correlated to business impact
- Ideate and validate experiments faster with real-time insights and side-by-side behavioral analysis

## Pre-built dashboards for every aspect of the airline journey.

Get started faster with dozens of airline-specific dashboard templates based on our industry expertise and work with 100s of airline leaders.

### Sample dashboards.

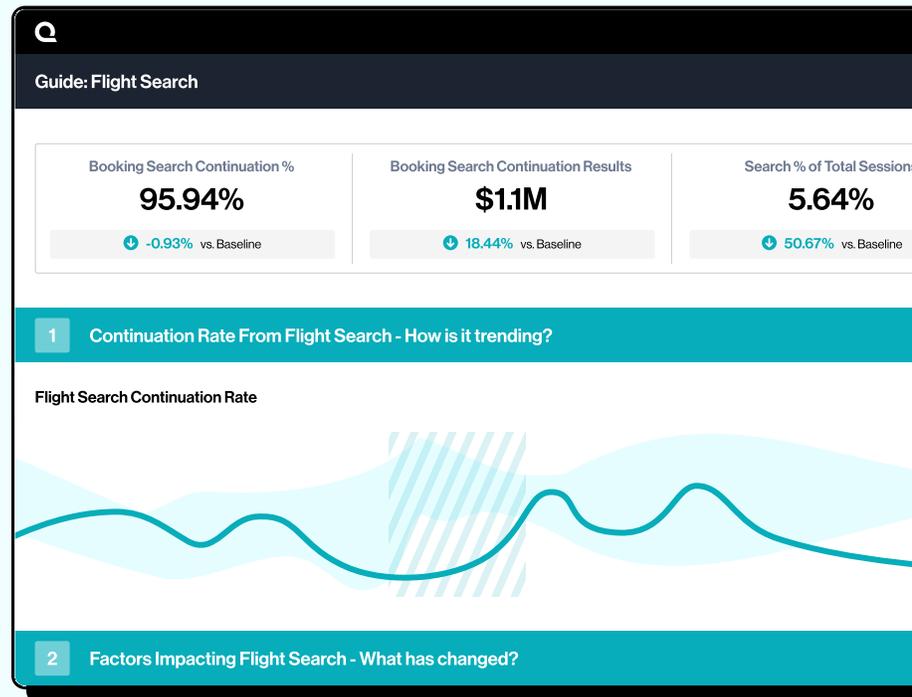
#### Flight search.

Are users abandoning flight search results because they're just price shopping or facing some type of friction (like slow loading or no results for their route)?

#### Booking flow.

Identify if a slow and clunky booking process delays their decision to book with your airline.

[See more airline dashboards](#)





## Quantum Metric partners with the world's best brands.

### Alaska Airlines reduces helpdesk and engineering troubleshooting.

Alaska Airlines had faced support and engineering process inefficiency that was impacting their teams and business metrics. Since implementing Quantum Metric, call center agents can quickly identify and troubleshoot issues by replaying customer sessions to reduce call time. Helpdesk efficiency has increased with the ability to log specific problem instances and identify common issues among users. For engineering, addressing defects has been expedited with direct links to session replays, eliminating the need for reproduction. Overall, Quantum Metric has enabled Alaska Airlines to significantly improve operational efficiencies across teams.

[Read the story](#)



### Korean Air improves app store rating from 2.9 to 4.6.

When Korean Air launched their new native app, they faced challenges with lukewarm reviews, low user adoption, and increased call center activity. Partnering with Quantum Metric, they gained insights into app performance and user experience, leading to significant improvements. A notable issue was a payment confirmation error affecting 2% of visitors, potentially resulting in substantial revenue loss and negative customer experiences. Additionally, Quantum Metric's platform proved valuable for the customer service team, leading to faster complaint resolution, decreased investigation time, and enhanced user satisfaction. This holistic approach to app optimization resulted in Korean Air's app-store rating dramatically increasing from 2.9 to 4.6.

[Read the story](#)



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[View a product tour](#)