



Quantum Metric for travel.

Helping the worlds largest travel brands build better digital experiences faster.

How?

Quantum Metric uncovers revenue-impacting opportunities from booking to check-in and beyond. This is possible with real-time quantified customer insights across platforms including website, mobile app, and kiosk. Business and technical teams can reproduce 100% of customer experiences, view aggregated analytics by session, and validate the intended impact of new features. All this allows for teams to build and release faster and with confidence to raise the bar on increasing customer expectations.

Quantum Metric uncovers customer pain points faster, calculates the booking and conversion impact, and stack ranks them by business opportunity.

Get real-time data, fast.

Autocapture 60+ events upon setup with no additional configuration required.

Drive empathy and action.

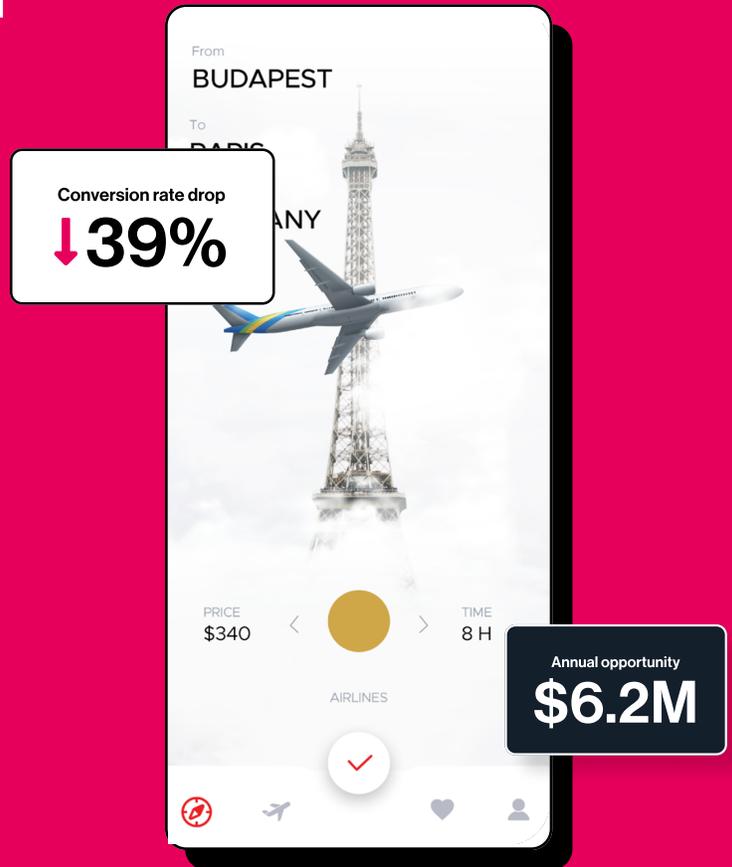
Reproduce 100% of the customer experience and view "more like it."

Iterate customer experiences with confidence.

Integrate with testing tools to compare A/B tests and validate better hypotheses.

Troubleshoot issues from the customers' POV.

Allow service agents to watch sessions and troubleshoot faster.





United Airlines



The world's 4th largest airline

Challenge

Before using Quantum Metric, United Airlines struggled to prioritize and quantify the high influx of customer feedback.

Detail

With Quantum, United Airlines is able to build segments from a bad experience based off of customer feedback. One segment in particular surfaced an issue that had impacted 125K customers. No one had left feedback because the issue was only on mobile web, making the feedback tab inaccessible. However, one customer thought the experience was so bad, they went to their desktop to give feedback.

Solution

United proactively identified and quantified that friction and quickly fixed the error. This led to improved customer satisfaction, faster time to resolution and reduced call center costs.



Quantum Metric has given me the ability to quantify on the fly. In the past, this would have taken hours.

—Michael Petermann

Managing Director, United Airlines



Before using Quantum Metric, Alaska had trouble replicating 86% of support tickets, meaning issues would go unresolved. Quantum Metric helped validate support tickets, which led to a larger bug list with replicable problems. Ultimately, the support team was able to prioritize and solve issues, which aided in cutting down on contact center call time, reduced helpdesk time to replicate, and increased engineering buy-in.



The team lacked details to support the “why” behind A/B test results. While testing their destinations page to understand engagement with a map versus a list during the ticket booking process, test results heavily favored the list, but it wasn't clear why. Using Quantum Metric's Interactions feature, Finnair learned map users just needed more time to decide, so the map was moved lower on the page, while the list feature was kept prominent for fast decision-makers.



Quantum Metric

As the pioneer in Continuous Product Design, Quantum Metric helps the world's largest travel brands put customers at the heart of everything they do. The Quantum Metric platform empowers a customer-centric culture, helping business and technology teams align faster on customer needs and prioritize the opportunities that will drive the most value. Today, Quantum Metric captures insights from 29 percent of the world's internet users, supporting globally recognized brands in retail, travel, financial services, and telecommunications.

Watch a product tour or sign up for a personalized demo.

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