

Arriva improves digital journeys for customers and boosts online conversion rate

Precise answers help digital teams drive seamless user experiences across the website



Industry

Transportation

Challenge

Traditional monitoring solutions couldn't provide insights into the real-user experience, making it difficult to identify issues that were affecting conversions through the website.

Solution

Dynatrace (Digital Experience Monitoring)

Results

- Visibility into front-end user journeys with precise answers on how to improve their experience.
- More seamless digital experiences helped to increase conversions by eliminating pain points from user-journeys.
- Moved from reactive to proactive service optimization by discovering problems before they trickle down to the customer.
- Strengthened cross-team collaboration between IT and the business, to improve user-experience and digital conversions.

Arriva, one of the UK's leading providers of bus transport, recognised digital channels have become imperative to customers' travel needs. It wanted to create an omnichannel experience so customers could purchase tickets and plan their journeys in a variety of ways. Arriva accelerated the launch of its new app and website during the pandemic to keep customers moving safely and have digital at the heart of their travel experience. To enable a seamless user experience, Arriva needed visibility into the applications' front end, so its teams could discover problems in real time, with precise answers on how to resolve them.

From firefighting to front-footed

Arriva's digital marketing team wanted to further improve and develop their ability to understand the user experience and through this proactive approach uphold its reputation as a digital leader in the transport industry, as well as enable it to improve overall retention and conversion rates via online channels.

To support this, Arriva partnered with Dynatrace to monitor the performance of its applications from the users' perspective, and gain real-time visibility into problems they were experiencing. Arriva was attracted by the depth of information the Dynatrace platform could uncover, alongside the unrivalled assistance provided by its Business Insights team.

"Our digital channels have been crucial in our ability to keep customers moving during these difficult times. We want our customers to be able to plan and book their journeys with ease, and our partnership with Dynatrace is essential to that - it's a Swiss Army knife for digital progression, giving our teams a depth of insight that's second to none. Ultimately, Dynatrace enables us to push our digital platforms further and develop them faster, maintaining a clear focus on our customers."

— **Dave Cain**
Head of Digital Marketing
Arriva, UK



Discover the undiscovered

Dynatrace continuously and automatically identifies areas for improvement that wouldn't have been found with manual approaches. For example, Dynatrace uncovered a back-end issue that was increasing page load times significantly, which was causing customers to abandon their digital transactions.

The Business Insights team also found a front-end issue that was causing confusion for customers when searching for routes and tickets, which was resulting in a very low conversion rate.

With the help of Dynatrace and the Business Insights team, Arriva were able to quantify how many customers these issues were affecting, and what this meant from a conversion perspective.

Armed with the insights from Dynatrace, Arriva's digital teams were able to quickly understand the precise root cause and resolve these issues. The effect was a skyrocketing 12,000% uplift in conversion rate for one area of the user experience.

Continuous improvement

Dynatrace is helping Arriva's digital marketing team to identify the insights needed to continually improve customer journeys, which will be invaluable in maintaining the company's reputation as a market leader into the future.

About Dynatrace

Dynatrace provides software intelligence to simplify cloud complexity and accelerate digital transformation. With automatic and intelligent observability at scale, our all-in-one platform delivers precise answers about the performance and security of applications, the underlying infrastructure, and the experience of all users to enable organizations to innovate faster, collaborate more efficiently, and deliver more value with dramatically less effort. That's why many of the world's largest enterprises trust Dynatrace® to modernize and automate cloud operations, release better software faster, and deliver unrivalled digital experiences.

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