

Expedia Group + UserTesting

# A global UX solution to democratize insights that saved Expedia Group \$918,000 in one year.



## 32

Countries covered by UX research program

Scaled UX research internationally across 5 continents using Live Conversation to replace in-lab user experience methods.

Positive business results justified growing size of team from local to global.

## 350

Live Conversation sessions with UserTesting

Increased the number of UX research sessions 8X compared to previous methodology.

Insights enabled higher rated traveling experiences and an optimized mobile strategy with 20% higher customer satisfaction

Decreased overall customer churn by almost 2X

## \$918,000

Saved by using UserTesting compared to in-lab research

With In-lab studies, it took weeks and cost between \$15k-20k to run a study onsite in labs. With UserTesting, Expedia saved over \$918,000 in one year.

960 days saved per year, which would've been spent waiting for insights and dealing with logistics (no shows, etc).

## Culture ↑

Fewer fights over data with shared view of customers

Strengthened customer centric culture with democratized insights and an ability to share the voice of the customer across a global workforce with video highlight reels that persuade more powerfully than survey data alone, creating a shared view of customer needs.



*“We have proven as a research discipline that we bring value to the table. The biggest challenge that we face right now is keeping up with the demand.*

***If we didn't have a tool like UserTesting that allowed us to work as quickly as we are able to work, I don't think our research team would be this size... in fact, I'm 100% confident we would not have a research team that is as large and as respected as we are at this company.”***

Tammy Snow  
Senior Director, User Research, Expedia Group

