QuantumMetric

CASE STUDY

Seera Group Gains Full Product Discovery with Quantum Metric

Iteration Measurement

Tracking customer interactions with each update

Team Alignment

Bridging the gap between the product team and the developers

Full Product Lifecycle

"Quantum Metric helped us assess how customers were actually using our product and where we could improve it"

About Seera Group

Seera is the leading provider of diverse travel and tourism services in the Middle East and North Africa region. The Group is a significant contributor to the growth of the domestic, inbound and outbound tourism economies of the Kingdom of Saudi Arabia.

Launching Fare Calendar

Seera Group digital teams have discovered via their consumer travel websites for Almosafer and tajawal that their users were adjusting their travel search parameters to identify the best fit in terms of price and flight and abandoning if they could not find the most affordable option.

So, the team developed a complex fare calendar feature to enable their customers to compare flight price options depending on departure and return dates, as well as other filters.
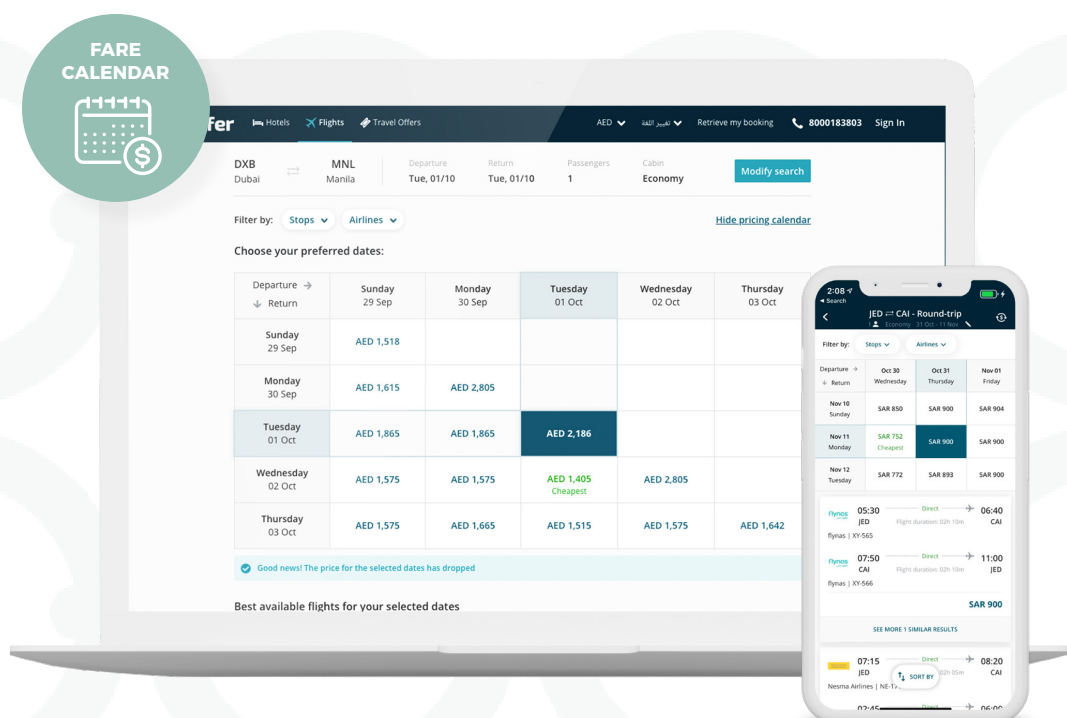
Iteration: Bugs, Usability, & Conversion Rate

Throughout the development and launch of the calendar, the team used Quantum Metric to measure and track customer interactions. "Quantum Metric is a goldmine for defining opportunities, whether big or small, and helping us validate and replicate issues to quickly address fixes in the next product iteration," said Ronnie Varghese, Senior Director of Digital at Seera Group. One insight that Quantum Metric provided was the significant impact on conversion rate of every fare loading in the date cells on the calendar.

> **With Quantum Metric, we found out that if every cell in the table loaded a price, versus some cells saying 'click to show price,' — it increased conversion rate by 26%.**

Team Alignment

Additionally, the team found that the visibility of customer interactions via Quantum Metric's session replay helped align cross-functional teams. "By just sharing the URL, it helped us to bridge the gap between the product team and the developers, aligning our internal development priorities and reducing the time to release our next best product" noted Abdulhameed Mufeez, UX Designer for Almosafer and tajawal's flight products.

Full Lifecycle Product Discovery

"Our Fare Calendar launch was a great example of full lifecycle product discovery and, once launched, Quantum Metric was a key platform to help us assess how customers were actually using it and where we could improve the product," added Ronnie Varghese. "It helped us validate the time and effort we invested in building the massively complex caching mechanism needed to store and filter by both airline and fares."

The team plans to continue using Quantum Metric as they introduce new improvements with each iteration in their product discovery and delivery.