

New data reveals the top three friction points in digital customer journeys when booking travel

NEW YORK, NEW YORK, UNITED STATES, August 10, 2021

/EINPresswire.com/ -- Glassbox, the leading analytics platform used to optimize user experiences on web and mobile applications, today released

survey data that reveals the viewpoints and behaviors of consumers using digital platforms within the travel and hospitality industry.



Glassbox sought to explore the importance of effective digital journeys for airline, hotel and travel companies as travel increases with borders opening to tourism. The survey of over 1,000 Americans found:

45% of respondents report that a difficult-to-navigate website is the top point of friction encountered when booking travel online/through an app, followed by lack of price transparency (39%) and technical glitches (30%).

55% of respondents report that a negative experience on a website or app when booking travel has a notable impact on customer opinion of the company as a whole.

Despite rising COVID-19 cases, 57% of respondents reported planning a personal or family vacation in the next year. 26.8% of respondents are "extremely comfortable" traveling.

"As interest in resuming travel continues to grow, it is increasingly important to ensure that customers experience a seamless digital journey in order to maintain a positive reputation," said Mark Flaharty, Chief Growth Officer at Glassbox. "According to respondents, along with addressing a convoluted customer navigation path, companies will benefit by identifying which points in the digital journey are accustomed to technical glitches or misleading price-points. Given that many Americans have become accustomed to browsing digitally during pandemic lockdowns, addressing these friction points should be a top priority."

Glassbox empowers organizations to create frictionless digital journeys by providing a complete view of customer's digital experience analytics across mobile and web platforms. The company

currently supports a trillion web and mobile journeys annually for some of the world's best-known brands including Air Canada, Asics, SoFi and Samsonite. For more, visit [Glassbox.com](https://www.glassbox.com).

About Glassbox:

Glassbox empowers organizations to create frictionless digital journeys for their customers. Our digital experience analytics platform works real time across mobile apps and the web to accelerate loyalty and growth. Through AI-driven visualization and analytics tools, Glassbox enables teams to prioritize customer experience and digital product enhancements from a single collaborative system. Teams from across the organization, from IT and product management to marketing and compliance, can understand user struggles, visualize the customer journey, and optimize every step. Hundreds of enterprises across multiple industries have chosen Glassbox for easy, secure, and private cloud-based deployments.

Francesca Pezzoli

Glassbox

+44 7501 190362

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/548436171>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.