

CASE STUDY



A/B Testing on home page doubled conversion rates and generated additional leads

BACKGROUND

Starting in 2005, Autonom opened their first car rental agency in Piatra Neamt at the foothills of the Eastern Carpathian Mountains. Starting with only 5 cars in their fleet, it took them a year of successful planning and rapid growth to encompass a fleet of 100 cars and introduce an online booking platform.

Autonom Rent a Car is now one of the largest rental companies in Romania. They have a national coverage of 41 service centers in 29 cities and a fleet of over 3,000 new cars. They also offer car rental services in major Romanian airports that include, Bucharest, Cluj-Napoca, Timisoara, Bacau, and Constanta just to name a few. In 2014, they expanded the business to include rental centers in Hungary with locations in Budapest and Debrecen airports.

They are the national leader in providing a seamless car rental service at fair prices. They have won numerous industry prizes for their business and are noted for their service to community. With over 50k visitors monthly (increasing to 100k seasonally), Autonom is steadily becoming the preferred online car rental booking system for Romania and its visitors both local and international.

CHALLENGE

Typically, there is very little ease and reliability regarding information on car rental sites. Most challenges of car rental websites can be related to the efficiency an end user feels and the organization of information relayed to them. Part of the time is also focused on a maintaining a good level of communication to the visitor which can help the credibility of the rental company.

Autonom wanted to generate more qualified leads for their business. After a comprehensive audit and analysis, it was clear that a specific area would be best suited to help engage visitors and generate leads for their business. With the information assessed, the website was found to have great potential if a clear benefit to the visitor was displayed.

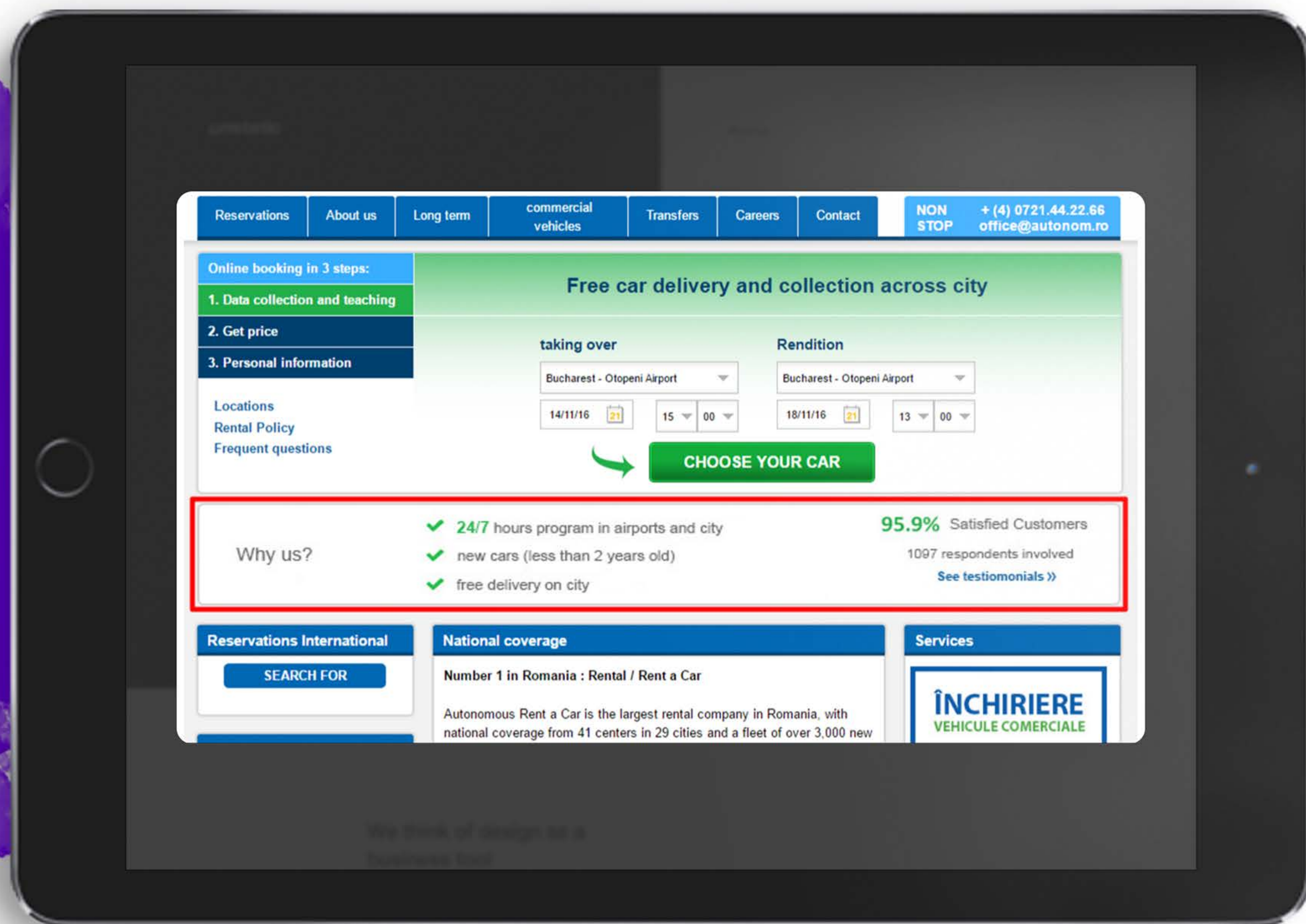
The main goal that Autonom and Omniconvert decided on was to address the objections that would lead to a disruption of the visitor following through and finalizing a car rental. Omniconvert and Autonom set out to attract more clients and not bury them in a snowstorm of discounts that could entice or possibly confuse.

SOLUTION

After conducting some qualitative surveys, the insights found were able to list the objections from visitors on the website.

Visitors were concerned about the availability of service and whether or not they would be available to assist after typical business hours. Conditions of the vehicle and vehicle types were amongst the most noted responses. One of the common objections found was in pricing and how reputable the car rental company was.

With this information available, several tests were launched on the homepage with the following as the strongest variation;



This successful variation was placed above the fold and highlighted the important benefits to a visitor. Each statement addressed the concerns found from the insights. Green ticks of approval highlighted the positive benefits. The 24 hour service was highlighted to ensure that visitor knew they were available around the clock. The high rating of satisfied customers was also highlighted and presented to capture visitor attention.

Along with this, an additional element, leading from the eye capturing 95.9% statistic, was introduced to dissolve objections using testimonials. A clear and visible link to the testimonials was added and provided social value from real and verified happy customers. Additionally, these testimonials also indicated names, destinations and dates for greater impact.

"Employees of the Autonomous were very friendly and helpful, during the formalities soon, the car very clean and impeccable. Thank agency for services rendered to have a pleasant holiday in Sibiu. We advise autonomous agency already, and I will recommend in further. Best regards with esteem in Augsburg."

Werner G. German takes to rent a car in Sibiu - 05/27/2015

RESULTS

The winning experiment was conducted over a 2 week period. The successful variation was one of a few tested evenly against a control page which had no change. It was segmented to all visitors and a successful 'add-on' experiment was followed on the testimonial page to collect leads.

This experiment was able to gain:

An increase of 194.2% in conversion rate

Statistical relevance with 100% validation

Additional leads collected with 'add-on' experiment

Successful testing, in this case, was a combination of the tools readily available through the Omnicontvert platform. Applying the knowledge from audit was crucial to asking the right question for the initial survey. From that survey, objection treatments were able to be applied and home page testing became successful and continues to be applied on the website as a permanent fixture.

Keep in mind, most reservation sites contain elements with information already suitably designed to influence and inform a visitor to take the next step. The challenge is to always have a clear and dynamic message that grabs the attention in the shortest possible time possible.

If you want to optimize your homepage successfully, try Omnicontvert. You can use any of the tools available such as A/B testing, surveys and web personalizations all in one platform.

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