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Expedia and Neilson top online consumer experience choices

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 Loading ... Posted on: March 27th, 2009 by Peter Headley

www.globalreviews.org

Neilson Ski Holidays and Expedia were rated as providing the best online customer experience, in research conducted by Global Reviews.

Global Reviews measured the online experience of customers on the websites of six package holiday companies: Club Med, Crystal Ski, Esprit Ski, Mark Warner, Neilson and Sunsail.

The research group also measured the experience of online customers on the websites of five travel agents: easyJet, ebookers, Expedia, Lastminute and Opodo.

In the study, consumers were asked what features were important to them when searching, considering, selecting and purchasing their holidays online.

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Global Reviews followed this with a survey of the best local websites to establish benchmarks for best practice in how to deliver t looked at the best websites globally to create best practice benchmarks of how to deliver the service and content.

Websites were assessed on over 600 criteria, which included the information available to consumers, customer support provided and usability of the site.

Neilson was rated as the best of the package holiday websites on customer experience criteria, scoring at 57 per cent.

In second place was Crystal Ski, scoring 48 per cent, followed by Club Med, with a score of 46 per cent, Mark Warner with 44 per cent, Sunsail with a score of 40 per cent and Esprit Ski, 28 per cent.

According to Global Reviews, Neilson scored highest because of its consistent performance across all categories rated – website utility, discovery, find, booking and customer support.

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