

Case Study

How Poplin Data Helped Rezdy Create a Unified View of the Customer Journey and access key behavioural analytics

Introduction

For any business, a clear view of the customer journey is the key to competitive advantage. It's more than simply understanding your customers' needs; it's about having a fully connected and unified view of these customers.

Rezdy is the Australian based business that offers tour and experience operators a fully configurable, all-in-one booking software.

This provides its customers with all the tools they need to manage and sell their products online or through Rezdy's distribution network. Tourism sites like RedBalloon can access the world's

largest live inventory of over 80,000 tours, activities and attractions.

Operating in a highly competitive space, Rezdy needed to better understand how its customers and partners were using their product – what determined the success of a free trial and what led others to disengage from the platform?

Business Needs

Rezdy needed to see and understand the full customer journey. They had plenty of data sources from both external and internally developed systems, but they needed to optimise and improve the connectivity between these systems.

While the business was collecting a lot of data around analytics, customer behaviour, sales and marketing, none of these were in an accessible format. "Trying to get all of the different tools we use to communicate with one another in a reliable way is not easy to get right. It's also not a new problem. Businesses across all industries experience it," says Louis Rankin, Insights Manager at Rezdy.

For Mike Robins, CTO at Poplin Data, it's a recurring issue and one that happens almost organically in any business trying to capture valuable business data.

Different solutions capture different data streams but as they're usually from different providers, they don't natively talk to each other. "It's something that happens naturally as more

SaaS (software as a service) tools proliferate,” says Mike. “When you are building a system with a few different tools, you just expect the data is going to live in multiple different places because that’s how these tools localise data.

The tool needs to be aware of its own data, but it doesn’t necessarily need to be aware, and often isn’t, or anything else.” Bringing all your data sources together creates a view of the full customer journey. It’s not just about understanding customer behaviour,

but understanding your product and the context of your product in the market. Businesses can gain a competitive advantage by understanding how certain product offerings resonate with customers.

Rezdy were in the process of expanding and scaling their marketplace offering and distribution. With plans to introduce a ‘Recommendation’ function within their booking form to help their customers scale through new marketplaces, the insights offered through this context were vital.

Solution

Rezdy looked to Poplin to help them make sense of their infrastructure. “Why not use a team that has already done it several times?” explains Louis.

Poplin built an end to end solution for Rezdy that:

- Reduced the amount of manual work involved with data entry
- Increased the ability for different tools to communicate with each other in a seamless manner
- Unified data sources so Rezdy could make smarter decisions and perform actions faster
- Empowered staff by giving them access to data insights
- Provide the ability to scale as the business grew

At a basic level, Poplin began by re-routing data from multiple tools into a central system. Not all of the different data tools can talk to each other but they feed into the central system which decides the most effective place to send the data — essentially making the data accessible to the employees that need it. It was built in an agnostic

way so that if any of the underlying technology Rezdy uses changes, Poplin’s system is robust enough to work with the new inputs. “It is a constantly evolving solution rather than a static one - as Rezdy evolves we expect the tools they use do too,” explains Mike.

One of the goals was to make Rezdy self-sufficient when it came to their data. Poplin achieves this by understanding what the business is about, what they need to achieve and where they’re facing roadblocks. The idea is to create a partnership, not a unilateral relationship where Poplin becomes an external dependency for the business. “We want to provide advice, partnership and understanding but at the end of the day, we’re never going to know the business as well as the people who actually work there. Ultimately, Rezdy are in a far better position to make decisions based on the insights we can generate. So we focus on the boring stuff, and they get to focus on the exciting things,” says Mike.

Benefits

By centralising all data streams, Rezdy have a complete view of the customer journey. They can see the paths leading to successful outcomes for both customers and Rezdy which lay the basis for smarter business decisions.

“In just 6 months, we have been able to increase the number of customers trialling Rezdy for the first time by 4x, and it’s continuing to grow strongly year on year,” says Louis.

“The visibility we’ve achieved over the customer journey has made pinpointing where our customers get stuck so much easier”

Louis Rankin, Insights Manager at Rezdy

We used to expect our customers to go on so many different journeys and jump through so many hoops. Now that we can see where they're having issues, we're able to dedicate time and resources on the largest impact areas.”

The solution has also empowered Rezdy’s employees. Giving employees who already understand the business easy access to the right data has led to accelerated innovation, smarter decision-making and new product development. With a data team of just three, Rezdy has been

able to achieve the results of a mature data team of 10 to 20. “One of our core values is to have an adventurous spirit,” says Louis. “Everyone having access to and using the same data and metrics means that when someone has an idea, they have access to the information they need to determine if it will impact the metrics we’re focussed on.

Once they run the initiative, they can go back and see if their idea worked. This has had a huge impact on the way we work.”

Future Plans

The data investment means Rezdy can now focus on industry partnerships to help its customers. These partnerships will improve cross platform connectivity, creating a space for product innovation and improved customer experiences.

“We are excited about our continued development of the Insights team at Rezdy, including our growing relationship with Poplin. Through unlocking key data developments within our supplier base, distribution partners & platform connections, we have already made significant strides in enhancing our opportunity to grow alongside the expansion of the Experiences industry.”

“Looking forward, we are excited for continued optimisation of our global footprint, through both new and existing customer relationships and insights”

Kevin Fisher - CFO at Rezdy

Poplin is looking forward to building on the partnership. “It’s really an ongoing relationship. As the business evolves, we cater our capabilities and services to support what they are they’re doing. If you empower the business in that way, they’re going to come up with new projects, plans and products and data will always be central to that,” says Mike.

Great data gives you the answers to make better decisions.
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