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Kuoni appoints Webcredible to boost site usability

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Luxury long-haul holiday operator Kuoni has appointed Webcredible to assess its site's usability.

Kuoni appointed the agency following a five-way pitch, having previously worked with Webcredible on the roll-out of a home page redesign.

The home page, which focused on user journey more than destinations, went live in May, with Kuoni claiming the changes have helped conversions improve by 30%.

Matt Rooke, ecommerce director at Kuoni, said, "After the success... of the new home page, it was the logical next step to make further improvements to user journeys through the site. However, it was crucial that the new site was rigorously tested before launch to ensure the best possible user experience to help increase sales in our target markets."