

Case Study – Jet2holidays



As a market leader in short haul holidays, Jet2holidays, the tour operator arm of the low cost airline Jet2.com, has built an impressive brand and reputation for quality service over the last year. Understanding their customers' needs and the key factors that contribute to purchasing decisions has been at the forefront of their research strategy. In an increasingly competitive marketplace Jet2holidays knows from Jet2.com's experiences, that their success will be the result of sound business decisions that are underpinned by robust research findings.

Jet2holidays engaged the services of OmNow to tackle some key issues that needed fast answers.

Mandy Round, General Manager of Jet2holidays said:

“*Our need to gain customer insight relating to the holiday booking and destination selection process quickly has been fulfilled well by OmNow. We didn't have the time to commission a full piece of research and to draft a lengthy questionnaire so were delighted to be able to use the OmNow mobile omnibus service. Within a few hours the questionnaire had been prepared by the OmNow team and they deployed it to their panel shortly afterwards. I've never had tables land in my inbox the following day from starting a research project, but OmNow delivered exactly this. Not only was the fieldwork executed with very short lead times, but the quality and value of the data captured was impressive. In a fast moving marketplace where customer insight is key to driving business decisions and developing new services, Jet2holidays will definitely consider using OmNow's research capabilities again.*”

The seven question survey comprised a selection of pre-coded questions (both single-choice and multi-choice) and open questions which were used to understand more about destination selection and how far in advance consumers tend to book their holidays. Through the implementation of routing, the flow of the survey and delivery of questions was relevant to all respondents at all times. Those who had been abroad in the last two years or who were considering a holiday this year were routed through a different series of questions to the 'non-consumers'. Mobile surveys offer a variety of routing and response options making the survey framework and mechanics very similar to those of online surveys.



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