

Reduce cost

Marketing

Operations

Sales

Increase revenue

Marketing

Operations

Sales

FLIGHT CENTRE®

Originally founded in Australia, Flight Centre is now one of the largest independent travel companies. Currently, they have 82 U.K based stores and open new venues regularly. Flight Centre also has an impressive 5-star rating on TrustPilot.com, with over 12,000 reviews.

46%

increase in online conversion rate for tailor-made holidays

44%

of high-value enquiries now generate a booking



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Outcome

Infinity's Conversation Analytics suite empowered Flight Centre to identify high-performing enquiries. It was discovered that customer enquiries identified as having a high probability to convert to booking were 2.5 times more likely to convert to booking than the average phone enquiry.

- Tracked online call volumes increased by 30% year on year
- Year on year bookings from phone enquiries increased 79% from their tailor-made holidays section
- Rate of visitors calling from PPC boosted by 9%
- Number of calls from PPC increased by 12.6%

“The Conversation Analytics suite has given us a spectacular view on what a high-quality enquiry looks like. Understanding what’s generating certain types of enquiry is an important step in our website refresh”

James Boyle

Head of Digital Marketing

Technical Integration:



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Challenges

Flight Centre wanted to refresh their site, in order to promote their tailor-made holidays packages.

Any new software needed to integrate with existing tech stack with minimal disruption.

Flight Centre had copious amounts of call data, but had to manually find the calls that would give them the insights they needed.

Infinity solution

Infinity enabled Flight Centre to see which channel was generating the most premium holiday bookings.

Infinity seamlessly merged with Flight Centre's tech stack, mainly Google Analytics and DoubleClick Campaign Manager.

Conversation Analytics automatically identified these calls, according to customisable goals and keywords Set by Flight Centre.

New abilities

Flight Centre can understand their new target audience, what connects with them, and optimise their digital journey to reflect these insights.

Now able to see all of their data in one stand-alone point of view.

Flight Centre can now search for the calls that matter to them in moments. Increasing the accuracy of their analysis, and saving a substantial amount of time.