

## Case Study – Twiddy & Company – Oceanfront Vacation Rentals

*“Kampyle takes the guesswork out of understanding guests’ wants and needs so we can speak directly with them.”*



**Industry:** Vacation rentals  
**# of Website Pages:** 1100  
**Using Kampyle for:** 5 months  
**# of Feedback Items:** 40 items/day

*“We spend so much time looking at our own Web site, we take certain things for granted.”*

**Twiddy uses Kampyle to engage directly with users online and understand what users like and dislike about the Twiddy Web site. Using Kampyle helped Twiddy enhance its site color, layout and functionality – all based on feedback from the users themselves.**

**Kampyle’s integration with Google Analytics helps Twiddy answer questions like, “what was my user thinking?” and “why does this process on my site have a high bounce rate?”**

**About the company:** Twiddy & Company is an online vacation rental provider for the Outer Banks of North Carolina. This family-owned business has helped guests find coastal accommodations for more than 32 years, and now manages more than 860 vacation homes.

### **The Problem:**

Marketing Director Ross Twiddy and his staff attended a seminar during which Avinash Kaushik of Google outlined some simple rules for e-tailing. The number one rule, Twiddy says, was “don’t suck.”

Twiddy and his team took that casually stated advice seriously. They began to look at options for identifying weaknesses in their Web site, and found many solutions that offered only partial views of customer experiences.

Twiddy says, “There’s a lot of analytic data out there that helps you focus on bounce rates or click-through rates, but what it doesn’t give you is the qualitative picture. What is the guest thinking?”

### **The Solution:**

Twiddy chose Kampyle for its ability to offer insight into the “why’s” behind online user feedback. Twiddy was also impressed by Kampyle’s actionable feedback and ability to customize feedback forms for specific pages and integrate with data gathered from Google Analytics.

Twiddy contacted Kampyle on a Sunday and began speaking with the company immediately about a two-week trial implementation. Kampyle walked the Twiddy team through the setup so they could start receiving and acting on user feedback immediately.

“After the first four or five days, we said, ‘This is something we need to proceed with. We received instant feedback we could act on and increase our customer response times.’”

### **Benefits and Results:**

Kampyle’s integration with Google Analytics let Twiddy compare the feedback data with analytics to answer key questions about where users were on the Web site, and tie user bounce rates to specific feedback in real time. The data Twiddy gathered within just the first few days of the Kampyle implementation led to changes in its Web site’s color, layout and functionality.

Kampyle also enabled Twiddy & Company to create customized forms for specific Web site processes to encourage precise, accurate feedback in areas such as property searches and booking, which helps to increase rental sales and repeat customer visits. The customer feedback also set the foundation for larger strategic marketing changes Twiddy plans to make in 2010.

Twiddy says, “Our experience with Kampyle has been extremely impressive, and they’ve had a real impact on our business. ”



[www.twiddy.com](http://www.twiddy.com)

[Kampyle for Websites](#) - is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.