

Case Study

FAIRFLY

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FAIRFLY USES SISENSE TO GET BUSINESS INSIGHTS WITHOUT RELYING ON THEIR TECHNICAL DEPARTMENTS

Company Overview:

The global aviation market is known for extremely volatile ticket prices, while consumers are left with no choice but to buy tickets without access to information regarding when a price change will occur. FairFly was created to bridge this gap by using innovative technology to continuously monitor ticket prices after a purchase, and notifying the consumer if the price drops and savings are possible.

Since FairFly ensures customers get the fairest price for their flight through carefully analyzing and monitoring flight data, finding an easy-to-use BI tool was crucial for the company. With a fast growing database of users and endless amount of flight data, FairFly knew they needed a way to quickly and easily manage, access, and visualize data.

The Challenge:

Doron Gill, VP R&D at FairFly, needed to make day-to-day decisions based on data base that was growing in gigabytes. Additionally, he wanted to combine this data with several other sources, including MixPanel which tracks user behavior on mobile and a CRM.

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Doron Gill, VP R&D at FairFly



After researching half a dozen BI tools, Doron realized he wanted a BI tool that did not require any R&D resources to run. “We were looking for an R&D hands-free BI tool. The functionalities should be easy to use, even for non-technical business managers,” Doron said describing his BI nightmares as one where one year down the road he would still need the assistance of an engineer to manage data. “If R&D or the IT department have to wake up every morning with requests to change or bring in more data, it just won't work,” Doron concluded from his vast R&D experience.

Doron and his fellow colleague Ami Goldenberg, Co-Founder & CTO at FairFly, were very impressed that Sisense's BI solution required no involvement from R&D. “Sisense can be handed off cleanly to business users,” Doron explained, adding that Sisense's beautiful and intuitive data visualizations were also “the sexiest of any BI tool.”

Another deciding factor was the support his team received during the buying process: “I love that Sisense has a very close relationship with its customers—something that is not easy to find.”

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Results:

Just as FairFly had hoped, none of their BI dashboards require any time from R&D. Dashboards are refreshed automatically four times a day and business managers can easily manage, access, analyze or visualize the data independently. The Sisense dashboards, which include dashboards for customer retention, tracking and alerts, and customer behavior, all have business managers without any involvement from R&D.

On a daily basis, FairFly uses Sisense dashboards to discover which channels users come from, how many itineraries are uploaded, where customers are located geographically, and most importantly, how much money users are saving with FairFly. Using these Sisense dashboards, FairFly has uncovered incredibly powerful insights that have changed the way FairFly does business. For example, based on analyzing user behavior, the FairFly team was able to identify that a certain feature they had developed was creating value only for users from a specific geographic location.

Being able to quickly identify this anomaly allowed FairFly to understand why there was a sudden drop in conversion rates from one geographic location as opposed to another before any damage was done – saving them time, resources, and lost opportunities.

Closing:

"I see more and more dashboards being created everyday," Doron boasts as one of the biggest wins FairFly has experienced. Though, the most impressive win for FairFly has been Sisense's ease-of-use without compromising quality of performance which can be summarized in one word: Efficiency.

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"The efficiency of Sisense means that someone who is not an engineer and therefore doesn't require the training of an engineer, let alone receive the salary one is doing the same job two engineers do in a company without Sisense," Doron concluded. "I love the fact that we can analyze and visualize data and reach meaningful business insights without the help of any technical department." For FairFly, that means more data-driven insights, reaching conclusions faster, from everyone in the company.

