

branch

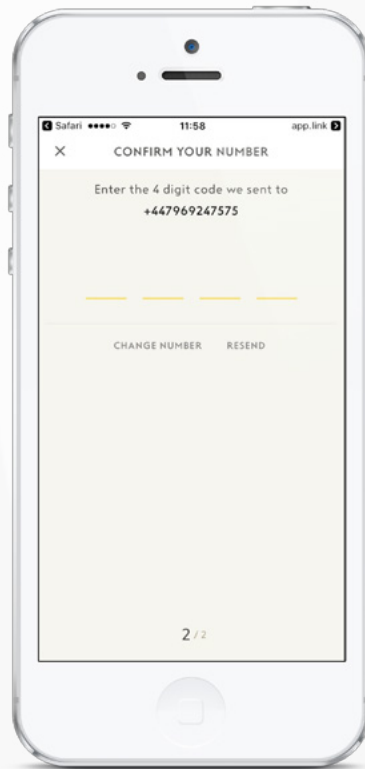
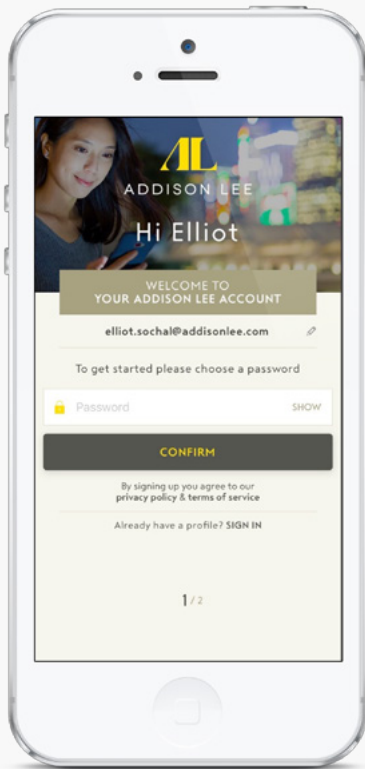


ADDISON LEE

Europe's largest passenger car service, Addison Lee, reduced the time taken for a user to sign up by 75%, and saw 95% of users who started their onboarding flow complete the process, compared to the industry average of 50%.

PROBLEM:

Addison Lee, Europe's largest passenger car service and pioneer of the booking app, was faced with an issue of mobile onboarding in 2016. As a unique taxi service, that features scheduling in-advance, no surge pricing, and an average pick-up time of under 10 minutes, Addison Lee's advanced product sells itself to potential users. While numerous users were downloading their app, ultimately, they weren't finishing the signup process and converting into paying customers. They needed to reduce friction and make their onboarding process seamless to capture new business customers that were downloading their app from a marketing email.



SOLUTION:

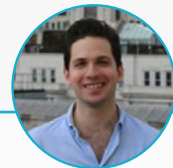
By carrying through the user's personal details (e.g first name, last name, phone number, email address) all the way through the install process via the Branch link in the sign up email, the user did not have to input the information manually. Previously, the user would have had to input all this information in manually, thus reducing the likelihood that a user would complete the entire process.

95%

OF USERS WHO STARTED THE
NEW ONBOARDING FLOW
COMPLETED IT

3x

FASTER PROCESS THAN THE
PREVIOUS ONBOARDING
FLOW



**Elliot Sochall -
Senior Mobile Product Manager**

Branch's deep linking capabilities coupled with its functionality to pass through and populate fields in our sign-up flows has made it an invaluable solution for Addison Lee, enabling us to create a highly personalised and easy-to-use onboarding experience for our customers.