

Creating amazing customer experiences
using data driven strategies



Personalizing offers, boosting loyalty, tracking bags and optimizing operations are all goals of a renewed data-driven approach by major airlines to improve customer acquisition, retention and profitability.

Renewed Strategy in the Airline Industry

To compete effectively, companies must shift their focus from upstream to **downstream activities**, by emphasizing how they define their competitive set.

This will help to influence customers purchase criteria, innovate **to solve customer problems**, and build advantage by accumulating **customer data** and harnessing **network effect**.

Key Trends

Trend 1: It's a new passenger out there; airlines will need to build 'social' pace to create brand equity

Trend 2: The customer's world is online and offline maneuvering between both holds the key to success

Trend 3: Analytics - an 'altimeter' for the airline business

Trend 4: Changing the course in revenue generation



Industry Speak

The benefits of a data-focused approach may be easy to understand, but **execution is another matter entirely**. For most airlines, the first problem lies in bringing together all sorts of **disparate silos of passenger information** booking information from transaction systems, web and mobile behavior including searches, visits, abandoned carts, email data, customer service info, etc. to **create a single, consolidated view of the customer**.

Armed with this information, and the resulting insights, they can then take specific action that helps **them convert more visitors on-site, secure more revenue, or increase loyalty** across any channel.

- Fortune.com



Solution Focus

Customer Experience

Create more relevant experiences by bringing offline-online data together

New Passenger Acquisition

Social marketing activities and audience interaction for new passenger acquisition

Customer Retention

Loyalty programs to encourage customers to earn and burn mileage points

Customer Data is the key

In order to achieve the **rich customer experience** mandate, it is important to work on holistic customer data to build relevant experiences by integrating **customer behavior data across all channels**

Need of the hour

Marketing Automation: An omni-channel marketing automation platform to drive customer engagement in real-time

Unified Customer Insights & Analytics: A platform to integrate all channel data and create a single view of customers for deeper insights and allow the business to do ad hoc analysis to generate purchase insights

Data Integration: Features to integrate baggage tracking data or other offline data





RFeye

A real-time customer engagement platform that allows businesses to engage their customers across any channel/touch-points.

Platform - Marketing Automation

RFeye allows marketers to collect and connect with their customers across all these channels



Platform - Unified Customer Insights

Single Customer View allows marketers to view the entire journey of the customer for formulating conversion strategies

Dashboard

 FILTERS VISITOR TYPE **customers** SEGMENTS **high-frequency** SEARCH **all** GO

Audience

Visitors

Browser

Frequency

Recency

Location

Language

Devices

Network

Traffic

Content

Conversions

Custom Reports

Brijesh
brijesh.paul@mutesy.com

120.111.88.76, 4.111.56.23

Location
Staten Island, USA

Network
Telnor Telecommunications

Browser/OS
Mozilla Firefox/Windows XP

Total Sessions
43

Total Page Views
115

Total Transactions
15

Frequency
43 interactions in 207 days

Recency
23 days ago
7:37 AM 19/10/2012

Avg time on site
00:16:08

PROFILE INFORMATION

TRANSACTION SUMMARY

SENTIMENTS

Total Posts tracked	Positive	Negative	Sentiment Score
16	5 ●	1 ●	+125 ●

Sen	Description and Source	Advocated
●	The smell is awesome and I have gifted it to my fiancée. It bears a jasmine fragrance and lasts... http://www.amazon.com/gp/prod/0062223224?tag=topsyof-20	✓
●	The lid of this bottle does not close properly once opened. This is one thing I hate about it http://www.surveydock.com/0svx67ghkd24.shtml	✓

CUSTOMER HISTORY

Total Transaction	Margin	AcquisitionCost	RetentionCost	Retention%	Discount	Current Value	Target Value

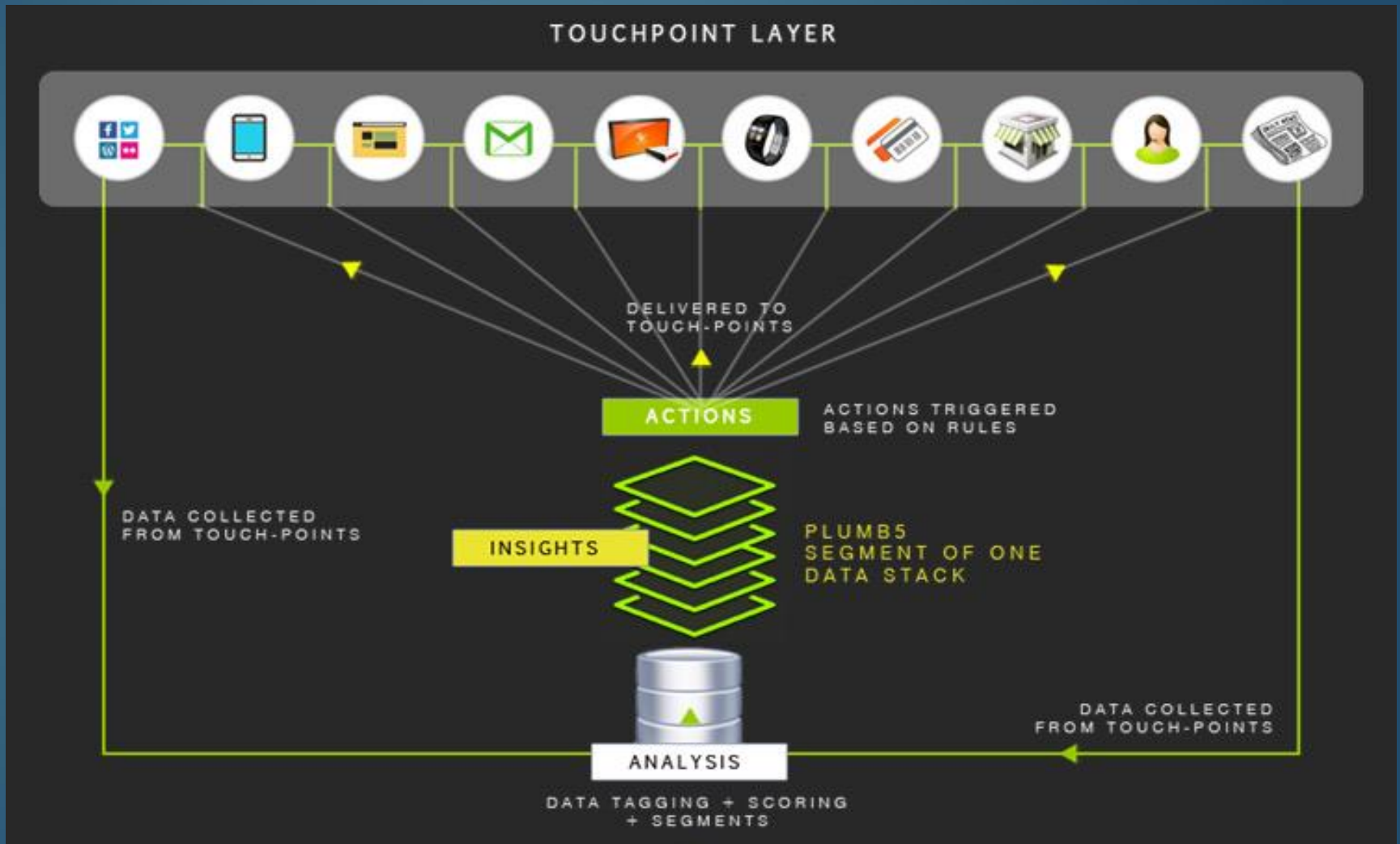
Touchpoints	Actions	Scores	Show from first action ↑
Source Google Adwords	<ul style="list-style-type: none"> http://www.urbanshore.in/productsbytype.aspx?ptype=15 http://www.urbanshore.in/productdetails.aspx?id=813 http://www.urbanshore.in/productsbytype.aspx?ptype=12 	25	March 23 2012 5:30 PM
Source Direct	<ul style="list-style-type: none"> http://www.urbanshore.in/ http://www.urbanshore.in/productsbytype.aspx?ptype=12 ● Lead captured 	30	April 2 2012 6:36 PM
Source Direct	<ul style="list-style-type: none"> http://www.urbanshore.in/productsbytype.aspx?ptype=12 http://www.urbanshore.in/productdetails.aspx?id=21 http://www.urbanshore.in/shopping.aspx ● Discount Offered 	12	April 5 2012 8:12 PM
Source Mail	<ul style="list-style-type: none"> http://www.urbanshore.in/productdetails.aspx?id=21 http://www.urbanshore.in/shopping.aspx http://www.urbanshore.in/signin.aspx?ReturnURL=checkout.aspx http://www.urbanshore.in/shopping_success.aspx ● Discount Redeemed ● Transacted 	60	April 6 2012 6:59 PM
Source CRM Database	<ul style="list-style-type: none"> Interacted with Callcenter. Request ID: A5765463 	-5	April 17 2012 3:29 PM
Source Direct	<ul style="list-style-type: none"> http://www.urbanshore.in/ http://www.urbanshore.in/productsbytype.aspx?ptype=12 ● Responded to Survey 	18	June 16 2012 1:44 PM
Source Store Database	<ul style="list-style-type: none"> Transacted at Store. Store ID: b76 ● Discount Redeemed 	50	Aug 8 2012 4:11 PM
Source Mail	<ul style="list-style-type: none"> http://www.urbanshore.in/productsbytype.aspx?ptype=12 http://www.urbanshore.in/productdetails.aspx?id=21 	12	Aug 26 2012 7:33 PM

Platform – Data Integration

Improve customer experience by
integrating baggage tracking data to
provide real-time information to your
customers



RFeye - How does it work?



Advantages

Improved Customer Experience

Observe customer behaviors and actions online, to offer your travelers better suited rates and experiences possible and evolve customer relationships

Increase New Passenger Acquisition

Aggregate anonymous customer data to promote products, services, and featured offers to customers on multiple channels, devices, and websites

Manage Better Customer Retention

Run Frequent flier and other programs to encourage customers to earn and burn mileage points in order to boost loyalty and enhance repeat purchase cycle.

