



A regional airline

A regional airline is implementing personalized service & marketing to boost the local tourism.

The airline has the ambition to become a marketplace to promote the local tourism offer, by introducing this way the tourism activities and its own business.

Based in Europe, it is running an important codeshare activity with a Tier 1 airline.

Challenge

Become digitally agile and leverage data.

As a first step, small projects with reachable objectives have been identified :

- Enhance the efficiency of the abandoned baskets winback process by integrating personal history of bookings.
- Implement personalization capabilities in the airline website to customize the offer during the shopping.
- Switch from inefficient mass-marketing mailing to personalised & micro-targeted mailing campaigns.

Solution

First, connection of PSS feeds to ConztanzONE to absorb active PNRs and a significative amounts of PNR history (about one year) and provide hi-level business analysis (Point of sales metrics, statistics on destination, value per passenger etc).

Then, capture and structure the customer related data:

- to provide a deep customer knowledge
- to define personalization scenarii for abandoned baskets, website, mailing.
- to concretely action data into the relevant channels / applications.

Workshop with the existing technology providers of the airline to find the good integration path and to fit the budget and functional objectives.

Results

- ★ Reliable customer profiles have been identified for more than 75% of the PNR.
- ★ Delayed flight tracked and delayed passengers automatically tagged to action compensation process proactively.
- ★ Segmentation of the whole Customer base in 9 groups thanks to Data Science, each group characterizes a mixed of similar behaviours (time to book before travel, international customer etc).
- ★ Definition of the integration plan with the campaign marketing provider and the website product manager.