FOR AIRLINE BUSINESSES

Creating amazing customer experiences using data driven strategies

Overview

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.

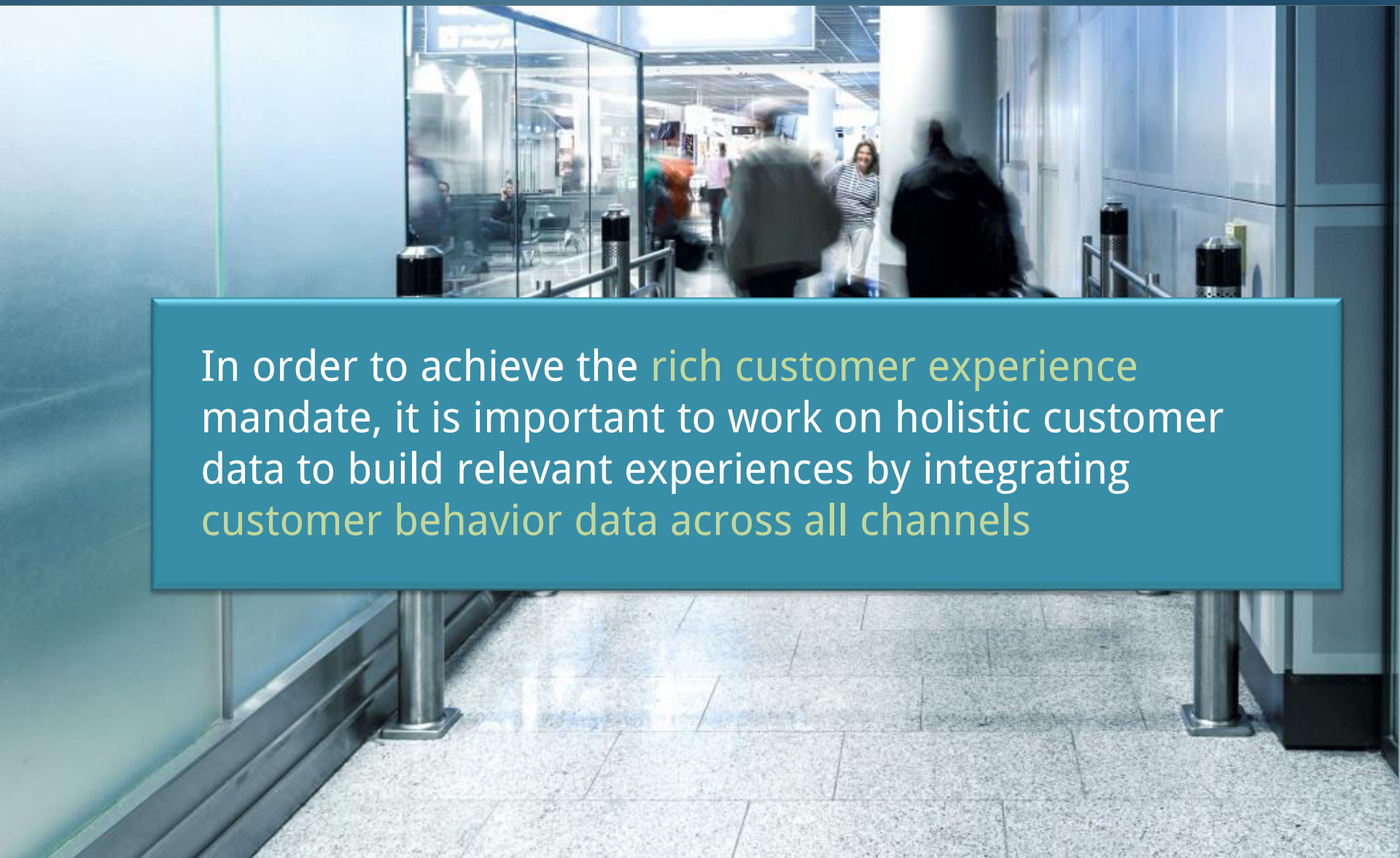
Armed with this information, and the resulting insights, they can then take specific action that helps them convert more visitors on-site, secure more revenue, or increase loyalty across any channel.

- Fortune.com

Solution Focus

Customer Experience	New Passenger Acquisition	Customer Retention
Create more relevant experiences by bringing offline-online data together	Social marketing activities and audience interaction for new passenger acquisition	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

Plumb5

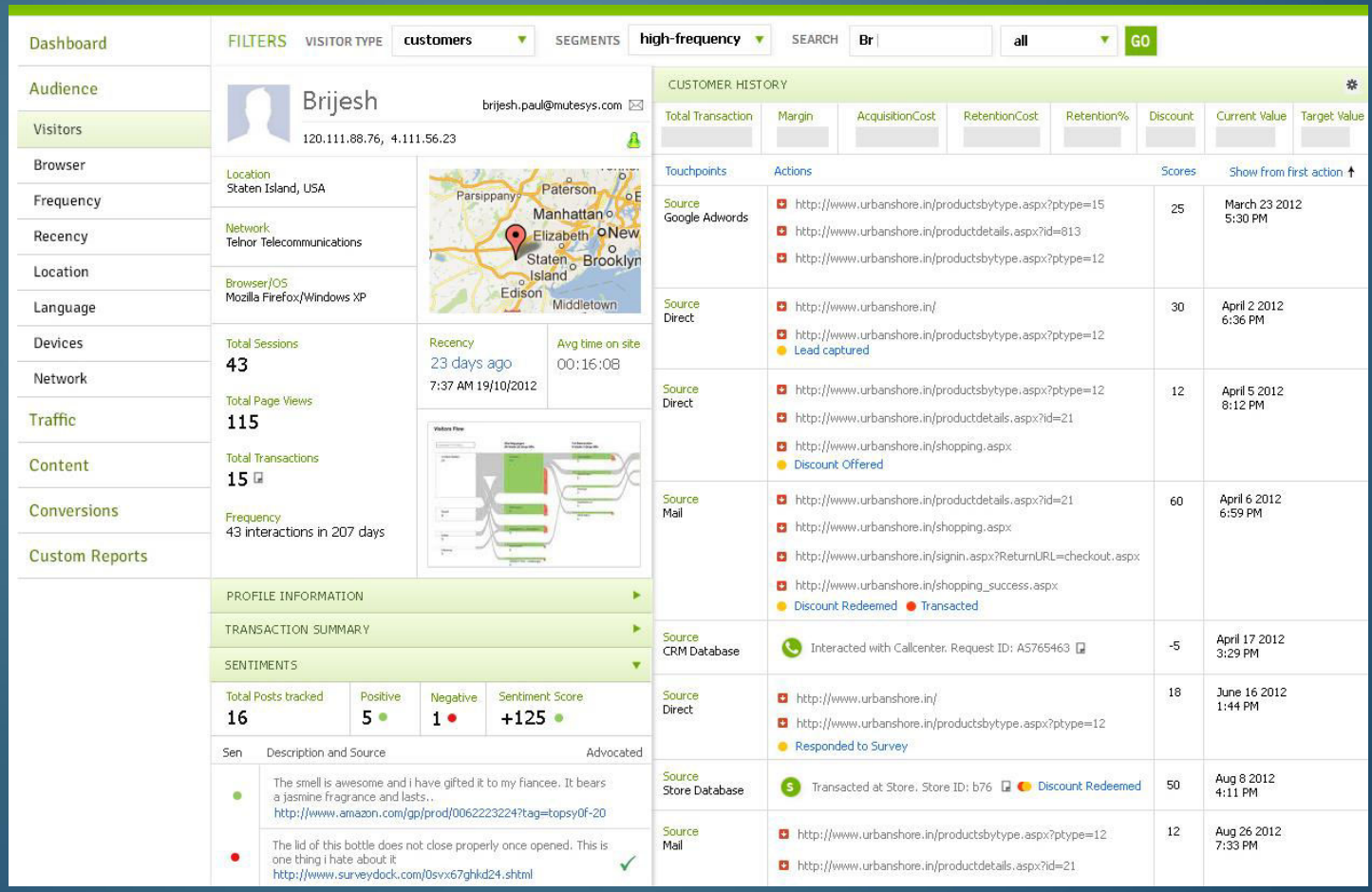
Plumb5 is a real-time customer engagement platform that allows businesses to engage their customers across any channel/touch-points.

Platform - Marketing Automation

Plumb5 allows marketers to collect and connect with their customers across all these channels

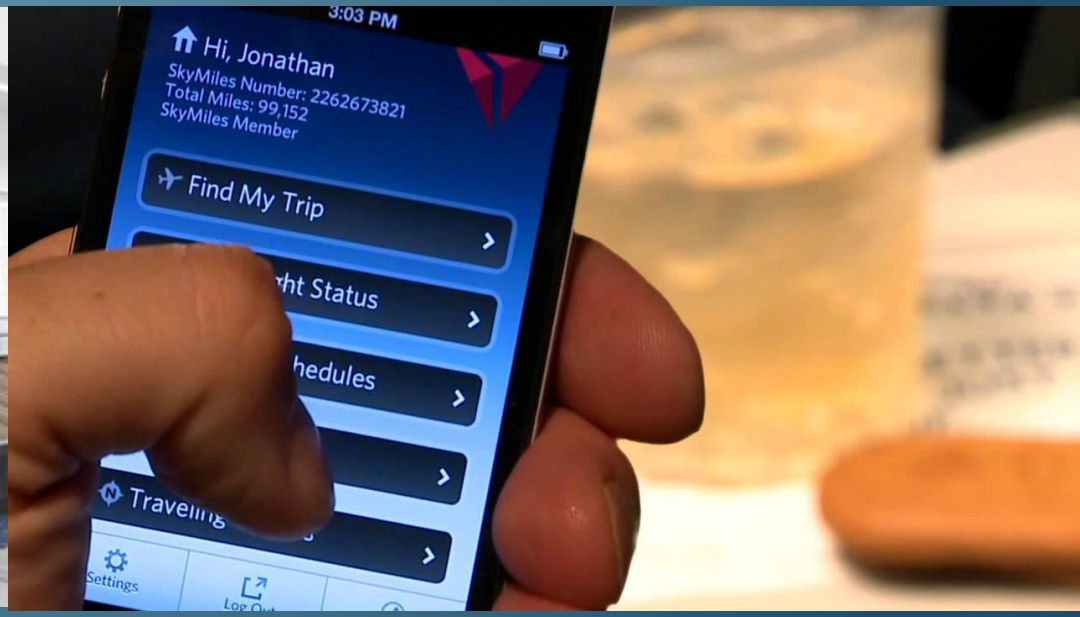
Platform - Unified Customer Insights

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

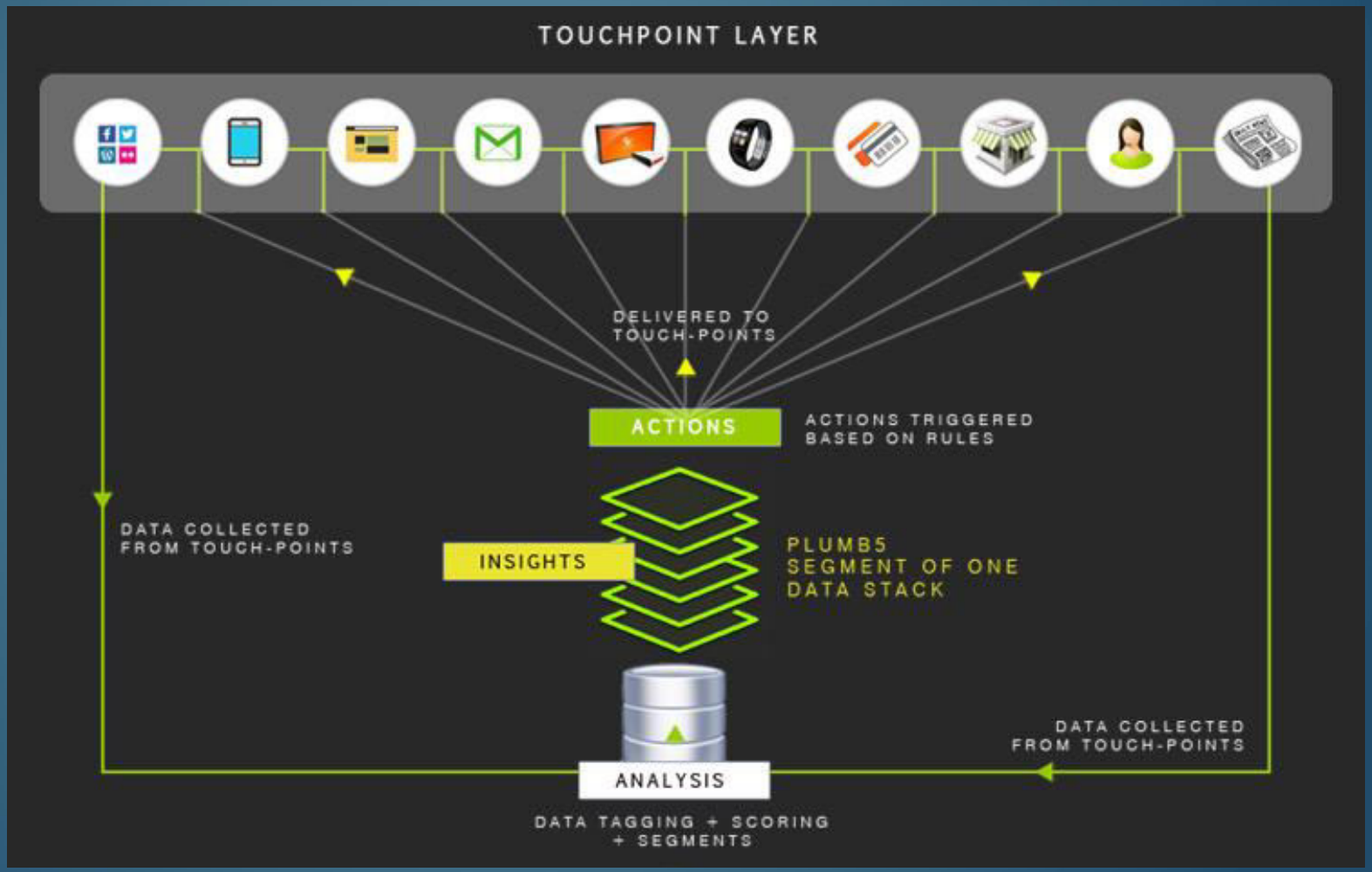


Platform - Data Integration

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



Plumb5- 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.

Connect with us

Connect with us for a free demo