

Bring Back The Magic for Travelers

Airlines Must See Travelers at an Individual Level

Travelers are demanding a personalized experience. Are you exceeding their expectations?

CHALLENGES & OPPORTUNITIES

Airlines must leverage and **build an emotional connection that exceeds guest expectations**. The opportunity to **enhance CX** should be at the center of everything they do and that begins with **unifying data**.

38 The number of sites on average travelers visit to finalize booking their travel plans¹

74% of total revenue will be generated through online sales by 2027²

Airlines Face Immense Pressure to:

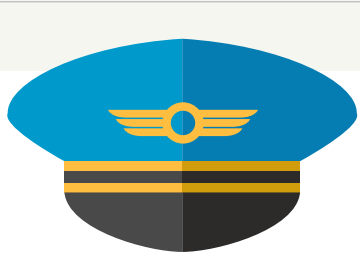
- **Unify disparate data:** resolve fragmented identities & make sense of multiple passengers on single bookings
- **Understand what motivates & inspires travelers:** is this an annual trip etc?
- **Engage with passengers where they are on their journey**
- **Build & maintain loyalty:** identify preferences or habit behavior
- **Keep traveler informed with real-time information**



73%
73% of customers agree that customer experience helps to drive their buying decision. (PWC)³

89%
89% of consumers have moved to a competitor following poor CX. (Lumoa)⁴

46%
46% of travelers will opt for the travel option with the best customer reviews over the best value. (Expedia, 2023)⁵

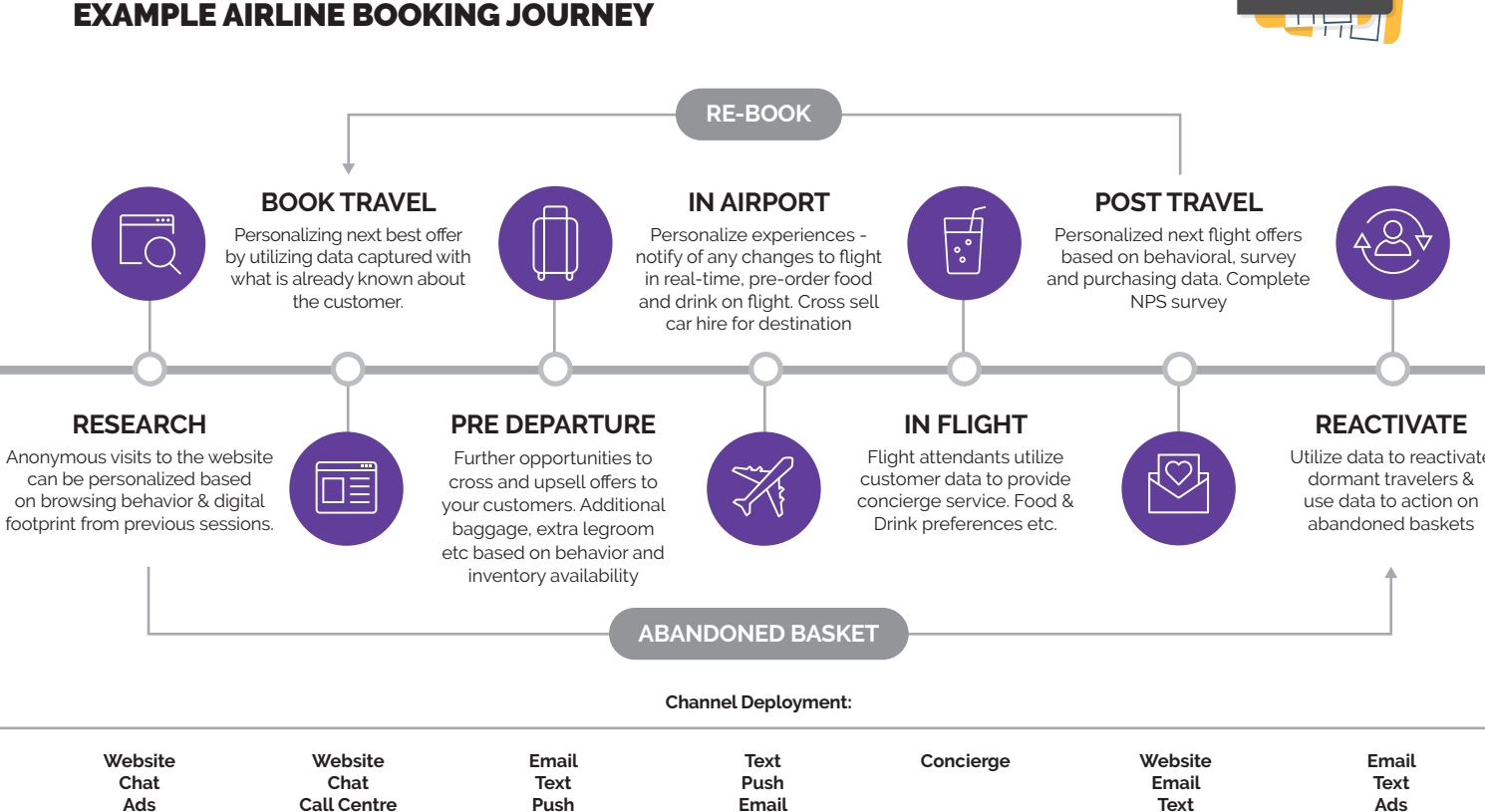


JOURNEY COMPLEXITY

Over half of today's travelers will **engage with three to five channels** along their journey toward booking a holiday, regardless of cost. **78% of total travel revenue will be generated through online sales by 2027⁶**

The ability to collect and consolidate first-party data, and use that information in real time to **orchestrate each personalized touchpoint along the journey**, will elevate your brand, **build trust with your passenger**, and bring the magic back to travel.

EXAMPLE AIRLINE BOOKING JOURNEY



DATA IS YOUR FUEL

How many data sources is your organization failing to leverage to deliver class-leading experiences? A single point of control fueled by accurate first-party data can be leveraged by sales, marketing, and operations to enhance the CX.

With disparate data causing headaches across your organization, **now is the time to drive CX transformation by leveraging 100% of your existing tech** to integrate with the Redpoint Customer Data Platform (CDP).



GOLDEN RECORD

Airlines encounter limitations across all business functions when data isn't accurate and available in real-time.

By implementing the right CDP, brands are able to gather real-time inputs across every touchpoint and **deliver the best possible CX** using the latest passenger insights. Streamlining data integration, automating data quality and delivering personalized experiences with a single point of control becomes effortless with the right CDP.

IDENTITY GRAPH

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March 3, 1974

Male

Messages by Channel (Oct 22)

Channel	Messages
Email	15
SMS	10
Push	5

AGGREGATE BEHAVIOR

Metric	Value
TOTAL SPEND	\$4364.12
YTD SPEND	\$415.23
ALOS	4
TOTAL PAGE VIEWS	457
YTD PAGE VIEWS	115
PAGE VIEWS PER SESSION	11
TOTAL CALLS	7
YTD CALLS	3
AVG. CALL LENGTH	17 mins.

CUSTOMER JOURNEY

- RESEARCH: Flights to Greece
- BOOKING: 2 x Adults, 2 x Children
- PRE-DEPARTURE: Travel Insurance, Car hire
- IN AIRPORT: e.g. in-flight food etc
- IN FLIGHT: \$30 duty free purchases
- POST TRAVEL: NPS score

AIRLINE INDUSTRY DRIVERS

Businesses that prioritize customer experience have a **4-8% increase in revenues**, over their competitors. (Forbes)⁷

Customer-focused brands increase their revenue 1.4x faster than non-customer-focused companies. (Forrester)⁸

RESEARCH

Diversify marketing tactics, measure attribution, test efficacy and achieve tangible ROI. Loss of third party cookies requires you to make the most of first party data to deliver highly personalized experiences.

ENGAGEMENT

Deliver personalized omni-channel experiences that are differentiated for every passenger and address their specific needs in real time. Meet the passenger where they are in the customer journey.

CONVERSION

Transition a passenger from a one-time purchaser to a lifetime brand advocate. Understand each passenger's interests, preferences and intent to deliver experiences that increase engagement and conversion.

RETENTION

Make use of everything you know about a customer to personalize their experience, driving repeat orders & improving loyalty. Loyal advocates will purchase from you, even if there's a better deal elsewhere.

ARE YOU CDP READY?

Redpoint is helping other airlines attain new heights. Book a demo and we can show you how to get to the destination of **'great customer experiences.'** ✈️



Get started now

¹ <https://skift.com/2013/08/26/travelers-visit-38-sites-before-booking-a-vacation-study-says/#:~:text=The%20study%20found%20that%20travelers,before%20purchasing%20the%20vacation%20package>
² <https://www.statista.com/out/le-tourism/worldwide>
³ <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>
⁴ <https://www.lumoa.me/blog/customer-experience-stats/>
⁵ <https://welcome.expediagroup.com/en/research-and-insights>
⁶ <https://www.statista.com/sites/default/files/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/?sh-a11c78a2ef22>
⁷ <https://www.forbes.com/outlook/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/?sh-a11c78a2ef22>
⁸ <https://techjury.net/blog/customer-experience-statistics/#qref>