CRM ANALYTICS

Intelligent solutions for the travel industry

CRM Analytics lets you intelligently manage customer interactions and sustainably improve key figures in sales, marketing and customer service.

Digitalization is fundamentally changing day-to-day business in the travel industry. Disruptive innovations based on digital, data-driven processes and the consistent use of these innovations is leading to new business models and competitors that are attacking the established players. Airbnb and Uber are just two examples of this.

The intelligent use of big data and advanced analytics is playing an important role in these new business models. The resulting upheavals, known as the "analytics revolution" are now changing the way companies in the travel industry organize, operate and create value. Customer behavior is changing as well: Thanks to increasing market transparency, customers in the travel industry are better informed about prices and services than ever before. And they are increasingly using mobile devices to make, modify or cancel their bookings and to take advantage of other services.

CRM Analytics Solutions

With CRM Analytics we offer companies in the travel industry a way to use available data intelligently to manage their customer interactions. In the process, they can choose: The database can be updated at regular intervals, for example daily or hourly, or we work on a continuously updated database in real time.
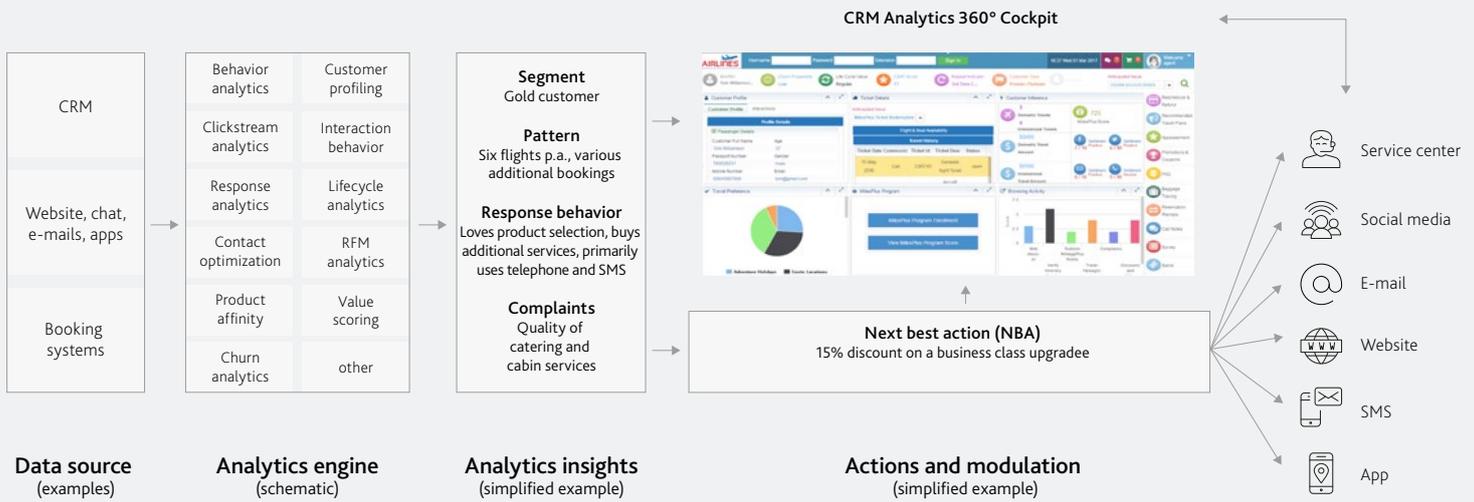
The following scenarios demonstrate the advantages of CRM Analytics in practice. ↘

CRM ANALYTICS IN THE TRAVEL INDUSTRY

– All customer interactions can be optimally managed with the help of relevant contextual information

– All relevant data, information and interactions throughout the entire customer lifecycle can be continuously viewed with a 360° cockpit and used for customer interactions

– Relevant communication channels (telephone, website, e-mail, chat, video, etc.) can be optimally integrated and used

– Inbound daily business as well as outbound and inbound campaigns are strategically linked to digital channels and/or print media via the service center and thereby increase customer value

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CRM Analytics for customer service in the service center (simplified process scheme)

CRM Analytics 360° Cockpit

Data source (examples)	Analytics engine (schematic)	Analytics insights (simplified example)	Actions and modulation (simplified example)

Data source: CRM; Website, chat, e-mails, apps; Booking systems

Analytics engine: Behavior analytics, Customer profiling, Clickstream analytics, Interaction behavior, Response analytics, Lifecycle analytics, Contact optimization, RFM analytics, Product affinity, Value scoring, Churn analytics, other

Analytics insights:
Segment Gold customer
Pattern Six flights p.a., various additional bookings
Response behavior Loves product selection, buys additional services, primarily uses telephone and SMS
Complaints Quality of catering and cabin services

Next best action (NBA) 15% discount on a business class upgradee

Channels: Service center, Social media, E-mail, Website, SMS, App

Example scenario:
Analytics for inbound telephony in customer service

The customer service representative needs all relevant information at a glance to be able to manage the customer dialogue in a targeted way. Instead of switching back and forth between different systems, the CRM Analytics 360° Cockpit allows the customer service representative to control the customer dialogue with a single user interface.

In real time, the CRM Analytics 360° Cockpit provides
– all relevant information about the customer (e.g. master data, contact history)
– insights gained through CRM Analytics (e.g. preferences, booking behavior)
– next best actions (NBAs: suggested decisions) generated by CRM Analytics

This means the customer service representative immediately has all relevant information about the customer "on screen" at the beginning of the dialogue and can use this information for sales activities during the dialogue. Next best actions such as cross-selling offers are individually tailored to each customer's living situation, lifestyle and needs. The consultant can also carry out actions directly from the cockpit and, for example, send an offer that has been discussed in a dialogue by e-mail. There are additional gains in efficiency since the consultant no longer needs different systems and user interfaces. ↘

ALL PROCESS STEPS RUN EFFICIENTLY AND QUICKLY:

– Customer validation upon acceptance of the phone call

– No need to retrieve customer information as the 360° cockpit automatically compiles all relevant information

– Processing of customer requests such as general enquiries and information (product and service information); changes and answers to questions about accounts, master data or shipment status; flight, hotel and rental car reservations; premium bookings; complaints

– Use of the telephone call for cross- and up-selling activities

– Management of actions following the customer dialogue via relevant channels, e. g. offer by e-mail, confirmation by SMS, contract documents by post

Using analytics to control the customer lifecycle management (simplified process diagram)
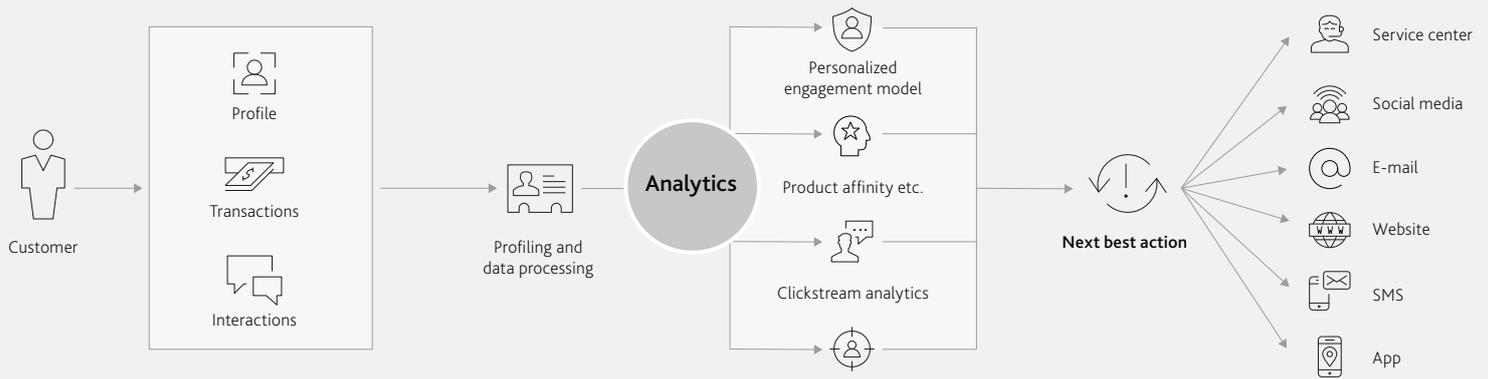
Example scenario:
Outbound campaigns for sales and marketing

With our analytics solutions we manage comprehensive campaigns across all channels. Thereby, we intelligently combine and use the appropriate digital and analog channels for each customer – whether via the service center, the website or by e-mail and conventional mail.

CRM Analytics enables modern, data-driven decision making at each point of customer communication and contact.

Customer profiles are created in real time on the basis of individual profile, transaction and interaction data. Those profiles continuously show the current customer status (360° view, see example scenario: inbound telephony in customer service) – for the customer service representative as well as for the campaign manager in sales and marketing.

Through data processing and the use of analytics, personalized next best actions such as specific offers, upgrades and specials are made available throughout the entire customer lifecycle. These can be controlled via all inbound and outbound campaigns and relevant channels. We use machine learning and other modern data science methods ("augmented analytics") for this. Statistical models or analyses the client already has can also be integrated. ⬊

ANALYTICS IN CUSTOMER LIFECYCLE MANAGEMENT

Provision of usable customer insights instead of pure customer data:

– Identification of the right customers: focus on customers with the greatest development potential

– Identification of the right touchpoints: focus on communication channels and media that have the greatest impact on customer loyalty in the customer lifecycle

– Identification of the right investments: focus on analytics to improve customer experience

Data integration and use

When implementing our analytics solutions, we rely on existing processes and IT infrastructures. The relevant data is read out from the source systems and/or data warehouses by an intelligent data integration layer and prepared for the analytics calculations. We ensure quick implementation and also take responsibility for operation and maintenance of our solutions. In addition, we support you in complying with the applicable legal regulations.

Summary

Using CRM Analytics from Arvato companies can systematically analyze and leverage existing customer interaction data. This makes it possible to use strategic key figures to manage the customer journey throughout the entire customer lifecycle. Moreover, we optimize the customer experience by tailoring all offers and guidance from customer service to the individual needs of our customers on the basis of analytics methods and in real time.

OUR EXPERTISE, YOUR BENEFITS

Using CRM Analytics companies from the travel industry improve important key figures:

– Customer value

– Revenue and contribution margin per customer

– Response and engagement rate

– Average handling time, first contact resolution

– Sales costs per customer acquisition

– Marketing costs per customer acquisition

– Number of orders and orders per customer

– Customer churn and customer satisfaction

Any further questions? Please get in touch with us.

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.

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