

Enriching customer experience with **hyper-personalization**

Harness AI and data analytics to transform travel industry

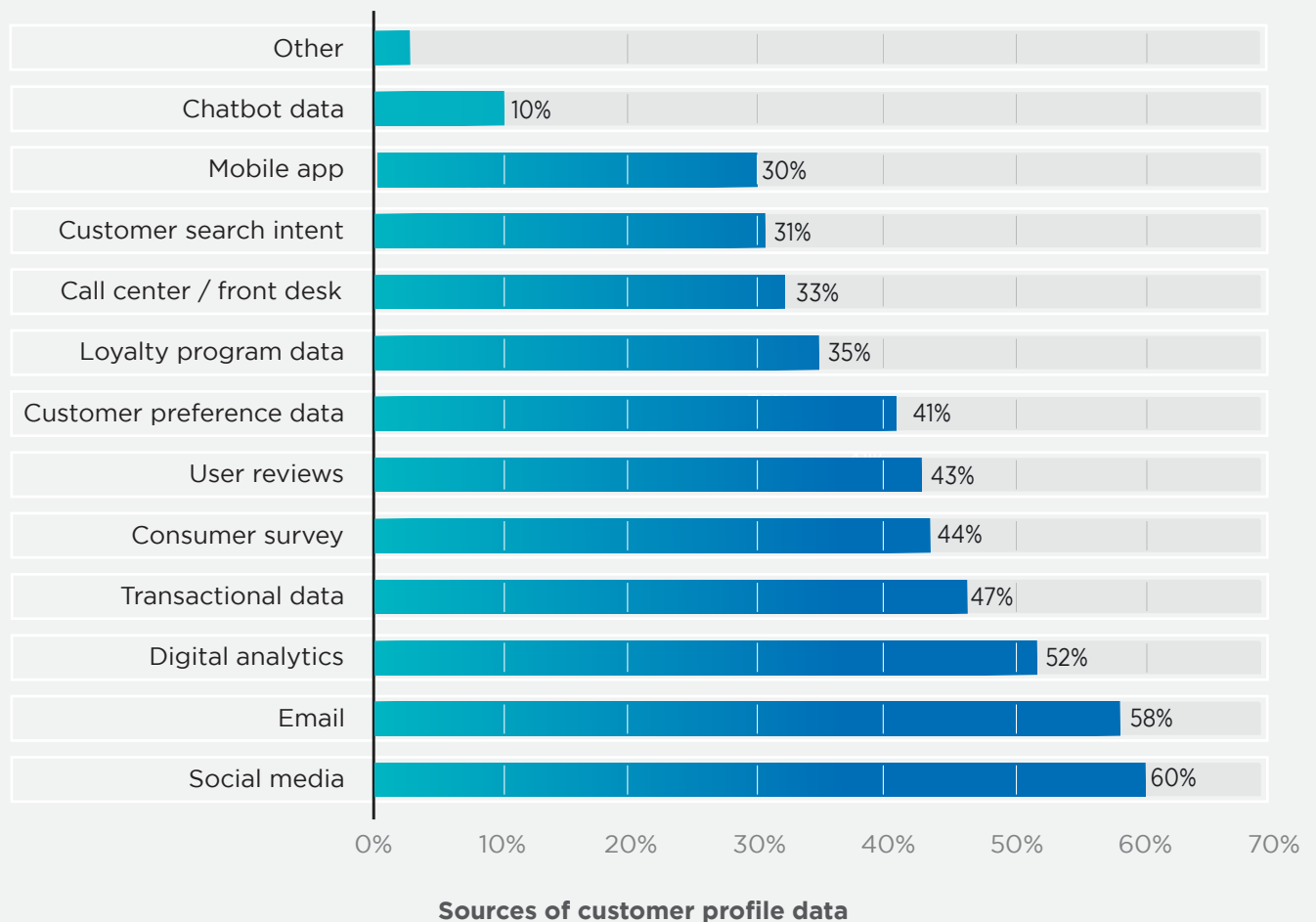


Introduction

Hyper-personalization is defined as “the use of data analytics to provide more personalized and targeted products, services, and content.”

Today, travellers are savvier and better informed than ever before. They no longer want standard products and services marketed or communicated to them throughout their travel journey. They expect brands to convey just the right message every time without crossing the lines of online privacy.

Trends



The above image from Skift and Adobe personalization forum highlights the various social media and suppliers' platform, that play a key role in building a unified profile and personalized end-user-touch points.

Industry challenges

Travel and hospitality industry works on thin margins. A continued focus on increased yield at a minimum cost of sales. Multiple sales channel and complex commercial agreement with each channel needs to be monitored from a cost of sales standpoint. We can categorize industry challenges broadly in two categories.

Sources of customer profile data



There are 90+ available sales and engagement channels



Travel industry only owns 20+ of these channels which are mostly e.com and mobility



Rest 70+ channels are search engines, blogs, and social media platforms



The travel ideas are majorly influenced by these 70+ channels



The likes of Twitter, Instagram and Facebook can build a 50-million strong social media audience in a year

Commercial Challenge



Online advertisement costs an average of USD 0.50 per click for US market



Search online to purchase offline ratio stands at 87:42



Complexity in some of the travel products leads travellers to consult agents

Industry online marketing maturity

	Air travel	Hotels	Holiday package	Passenger rail	Cruises	Car rental
Cost per click	5	2	4	6	3	1
Ad-depth	4	2	3	5	2	1
Coverage	4	1	3	5	2	1
Online bookings	1	3	5	4	0	2
Share of mobile searches	4	2	5	1	5	3
Search volume	2	1	4	3	6	5

*Ranked on a scale of 1 to 6, where 1 is high

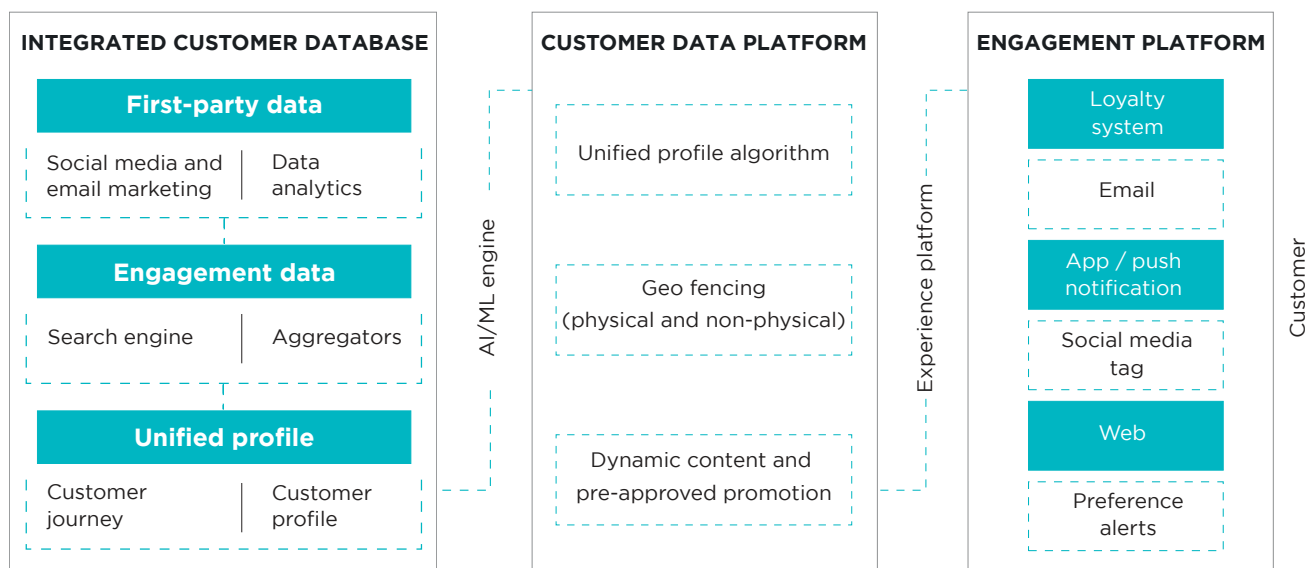
McKinsey Digital Quotient research shows the maturity of the travel industry in online engagement and sales. This covers the complete cycle of search, advertisement depth, look-book-pay, etc.

Hyper-personalization HCL way

The travel industry has always been concerned with a clear view of the traveller profile and their behaviour pattern. The complexity of the product bundled with distribution channels leads to duplicate or missed traveller information in their profile.

Our solution not only addresses the challenges of traveller profile but goes beyond to help the marketing team understand their traveller's behaviour. This assists them in aligning budgets, promotions, and communication methodology with a set of or individual traveller accordingly.

High-level reference solution architecture



Sources of customer profile data



First-Party Data includes all social activities performed at the travel inception stage, either through email marketing or mailers



Data Analytics is a merger of demographic behaviour and sentiment analytics, which helps in ranking user behaviour and sentiment



Engagement Data is the information from Google search engine (e.g. Google profile) and point to click information on travel aggregators before getting routed to supplier website



The Unified profile is a merger of activities performed by specific individuals during their previous travels and mapping the current PNR details with specific ancillary and special services.



GeoFencing allows airlines to understand how users access their content (i.e. social media and physical device).



Dynamic content enables travel marketing teams to edit template to suit the viewer's methods and interests.

The Artificial Intelligence & Machine Learning layer between integrated data platform and customer data platform helps structure and map exact data values and continuous learning helps keep this key data link healthy.

The experience platform helps the marketing team achieve timely and relevant communication with their customers. This also helps them to plan online advertisement expenses on the basis of traction.



Benefits

The benefits and overall scalability of hyper-personalization through data analytics come over time. The system learns along with customer behaviour and purchase patterns. However, we can clearly list down the measured values as:



99% accuracy
in customer profile



Increase in trip based
information on hotel, car
and insurance as a new
pre-booking touchpoint by **35%**



Integrating customer journey
with profile increases guest
experience by **50%**; leading to
organically increase repeat
business by **25%**



15% reduction in marketing
budget, as the team would
strategically make an informed
decision on the channel
of online marketing

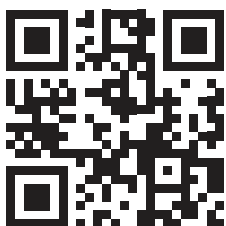


10% increase in
Revenue Per Mile
yield via reduction
in the cost of sale



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