CASE STUDY

Building Long-Term Customer Loyalty

Amperity empowers airline to create delightful customer experiences by activating all their customer data

> Our entire focus is going into the community and doing the right thing, being a good company and building loyalty. And when we build loyalty, we want people to get into our [loyalty program] and then we want them to get at least one of our credit cards in their wallet, ideally two, maybe three of our credit cards in their wallet.

CEO
North American Airline

Customer Experience-focused

The North American airline has been a long-time pioneer in the travel industry, moving quickly to embrace technologies that enrich and enhance customer experiences. They were the first airline to offer online booking and recently acquired a renowned customer experience trailblazer, building on a robust tradition of experiential excellence. These choices helped make the airline a leader in an industry that increasingly competes on customer experience instead of pricing.

To complement and monetize these strengths, the airline embarked on an initiative to build long-term loyalty through increased engagement with their loyalty program and mobile app. Success hinged on the ability to reach the right customers with personalized, targeted, and well-timed promotions for each program. In order to accomplish this, the airline first needed complete and current customer data, unified from its many disconnected sources.

A Modern Approach To Breaking Down Data Silos

Data Sources

Reservation logs	Clickstream data	Loyalty database	Online travel agency data	Mobile app usage data	Credit card usage data

The necessary customer data existed in six systems, each with distinct teams, permissions, and data formats. Rather than engaging in a lengthy and expensive data integration project, the brand worked with Amperity.

The brand sent raw data from each of the six system to Amperity, without any prior transformations. Using machine learning and massive computing power, Amperity probabilistically stitched together terabytes of data, rapidly forming rich customer profiles. According to the brand's Director of Communications: "doing our data integration for Responsys took us 8 months. With Amperity, we were up and running in a matter of weeks."

Once profiles were formed, the brand used Amperity to create recurring micro-segments, refreshed daily, for nonloyalty members and non-mobile app users, combining this data with contextual information about when and where customers were traveling. The brand then built an omni-channel marketing program to promote loyalty and app downloads.

Loyalty Program and Mobile App Promotion

The mobile app was offered prior to travel because it provides flight notifications, online check-in, and mobile boarding passes. The airline found that customers who used the mobile app reported greater satisfaction than those without it. The airline also offered their award-winning loyalty membership before an upcoming flight and allowed customers to acquire points that they could immediately use towards upgrades or future travel.

Using the Amperity dashboard, which displays current metrics about loyalty members, mobile app users, and reservations, the airline was able to track the efficacy of the program and make adjustments as needed.

Results: Improved Conversion Rate

By sending personalized, contextual, and targeted communications the brand increased their conversion rate, a primary indicator of long-term loyalty.

198% Increase in conversion rate

Award Winning Email Marketing

In 2017, the brand was honored with an award for most innovative use of customer data by the premier organization for email marketing professionals. "We are pleased and thrilled to be honoring these innovative and shining examples of best practices for email marketers." Amperity was excited to have provided the data foundation that helped enable this achievement for the brand.

Benefits

Long-term loyalty

198% increase in conversion rate

10x faster data unification

Accurate identity resolution

Personalization

Targeting

Complete, actionable customer profiles

Award-winning marketing

About Amperity

Amperity is helping some of the world's most loved brands transform their marketing, analytics, and operations by unlocking their customer data. Using advanced machine learning and a large-scale, distributed data infrastructure, Amperity rapidly delivers complete and actionable customer data from all of a brand's disparate data sources. By accelerating, streamlining, and maximizing customer data unification and usability, Amperity powers improved marketing performance and new customer-centric initiatives to drive top line growth.

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