

Amperity & Alaska Airlines

CASE STUDY

Alaska Airlines boosts customer experience to soaring heights

About

Alaska Airlines

Alaska Airlines and its regional partners serve more than 115 destinations across the United States and North America. The airline provides essential air service for our guests along with moving crucial cargo shipments, while emphasizing Next-Level Care. Alaska is known for low fares, award-winning customer service and sustainability efforts. Guests can earn and redeem miles on flights to more than 800 destinations worldwide with Alaska and its Global Partners. As of March 31, 2021, Alaska is officially a member of the Oneworld Global Alliance.

The Challenge

Siloed Data, No Unity

Alaska Airlines is renowned for its consistently top-rated customer satisfaction. They wanted to extend their excellence in service into every interaction with their guests, with a particular focus on stronger personalization and building more accurate customer journeys.

The idea was to deliver the right messaging at each stage of guest engagement to drive pre-trip product adoption and streamline the guest experience. But their customer data was scattered across disparate systems, with data for reservations, loyalty, and the mobile app living in separate silos. Lacking cohesive data, they were unable to execute the initiatives they had planned to improve customer experience and drive better business results.

Ultimately, Alaska Airlines needed a unified view of their customer to take their customer experiences to new heights.

The Solution

Robust Customer 360, Smart Segmentation

Using Amperity's proprietary machine learning algorithms, designed to accurately match customer records and find hidden connections in data, Alaska Airlines built a comprehensive Customer 360 with information from booking, reservations, loyalty, and their mobile app.

With their rich customer profiles, they began to segment based on attributes like route, aircraft type, and cabin seating. This was the basis for creating a dynamic pre-trip journey orchestration: up to four communications sent at key moments leading up to the trip with various offers, including cabin upgrades, choice of meal, loyalty program, and upgrade opportunities geared toward each individual and their preferences. This included personalized messages relaying travel restrictions based on where the customer was traveling.





"Amperity helped us put our guests at the center of our business. Our partnership has equipped our teams with **access to customer insights and predictive analytics they can rely on**, enabling them to deliver customer-centric journeys from pre-flight onwards, improving loyalty, retention, and revenue growth."

Natalie Bowman
Managing Director,
Marketing & Advertising

Alaska Airlines also used machine learning to figure out what other destinations were on people's radars, and used Amperity data to target the different audience segments and further personalize messaging — for example, traveling for business versus visiting Hawaii or Disneyland.

The Results

Satisfied Customers, Higher Conversion Rates

Using Amperity, Alaska Airlines successfully introduced personalized messaging, leading to a significant uptick in guest engagement. "So much about the flying experience has changed...we use our Amperity data to drive our pre-trip targeting and make sure we are able to share all the latest information with the guest that's relevant for their trip," said Elliot Pesut, Director of Marketing at Alaska Airline. The dynamic pre-trip messaging led to conversion rates skyrocketing by +198% in loyalty program sign-ups, open rates climbing by +61.1%, click-through rates shooting up by +22.5%, and savings of 30% on online advertising by using first-party data for targeting.



Increase in loyalty program sign-ups



Increase in open rates



Cost savings on online advertising



Increase in click-through rates

Amperity &

Amperity helps brands to know their customers, make strategic decisions, and take the right actions to serve individuals and grow their businesses. The Amperity Customer Data Platform provides next-generation customer data management, freeing technical teams from endless integrations and delivering a comprehensive Customer 360 in less than 90 days. Point-and-click segmentation, predictive analytics, and integrations everywhere let brands personalize every customer experience, build long-term loyalty, and drive growth.

To learn more about Amperity, visit amperity.com or check out our [blog](#) for more tactics, tips, and techniques for unlocking your customer data and bringing personalization to life at your brand.

