

## Virgin Atlantic Enhances the Travel Experience with Amperity + Databricks

### 2M+

Customer profiles unified across booking, loyalty & complaints data

### <4 days

To create a customer 360

### 5+

Use cases live in < 90 days

### Proven lift

In NPS, ancillary revenue & efficiency

#### THE CHALLENGE

- Disparate customer data sources between bookings, loyalty, and complaints.
- Limited understanding of traveler experience.
- Deterministic matching had low match rates on PII.
- Deterministic matching left gaps in personalization possibilities.

#### THE STRATEGY

- Centralized data in Databricks.
- Zero-copy data sharing between Databricks and Amperity.
- Amperity identity resolution creates unified customer buying journey.
- Integrated datasets from booking, loyalty and complaints.
- Compliance with PII information.

"This powerful combination of Amperity plus Databricks allows us to quickly unify and enrich vast amounts of customer data to empower our non-technical users to easily make data-driven decisions that drive exceptional travel experiences."



**Tom Barber**  
Head of Data, Virgin Atlantic