

ACCENTURE PERSONALIZATION ACCELERATOR FOR TRAVEL



What is Accenture Personalization Accelerator for Travel

Delivering a highly personalized customer experience has long been the goal for most travel companies. This is not surprising given that six out of ten travellers say they would switch providers if their current travel company is not providing a relevant experience, according to Accenture Global Consumer Pulse Research 2017. However, achieving this goal and reaping the resultant benefits of increased loyalty, share of wallet, engagement and greater brand affinity, continue to be elusive.

The travel leaders of tomorrow are beginning to meet travelers on their own terms using insights about their consumers to deliver an experience that is never static. They are using digital technologies to create thoughtful, inspirational, and continuously improved experiences, fueled by a new breadth and depth of consumer insights. These leaders are taking personalization to another level – hyper relevance.

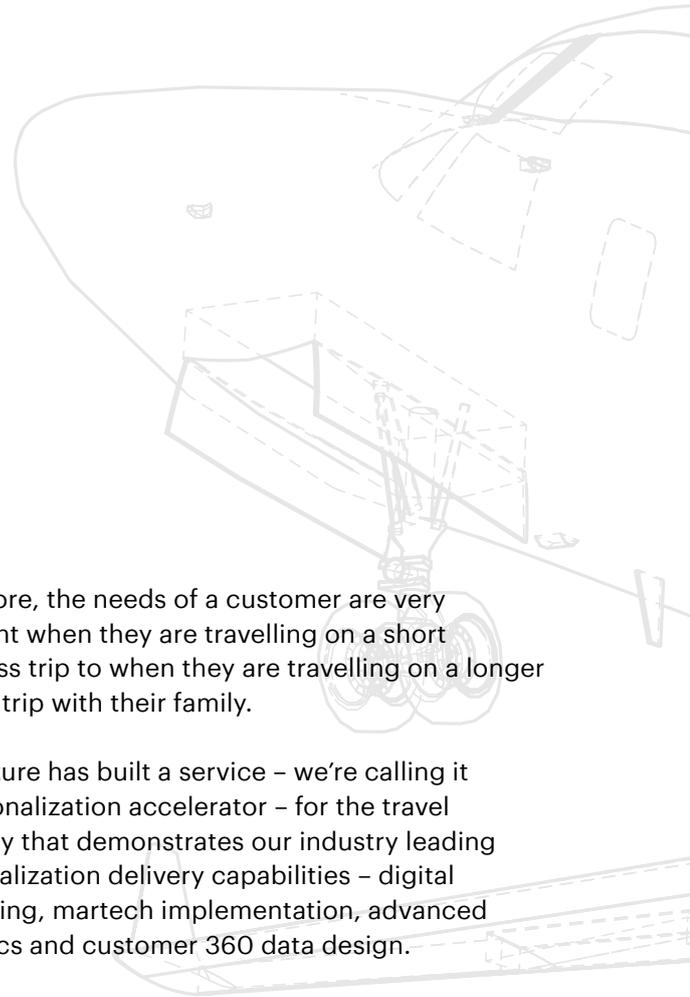
The key to achieving hyper relevance is context. Whereas segmentation is static, context is fluid and often changes in real-time. Examples of context are trip purpose – business or leisure, trip duration, time – season, day and time of travel, size and makeup of travelling party, length of time between booking and travel, unplanned events – flight delay or lost baggage and travel history.

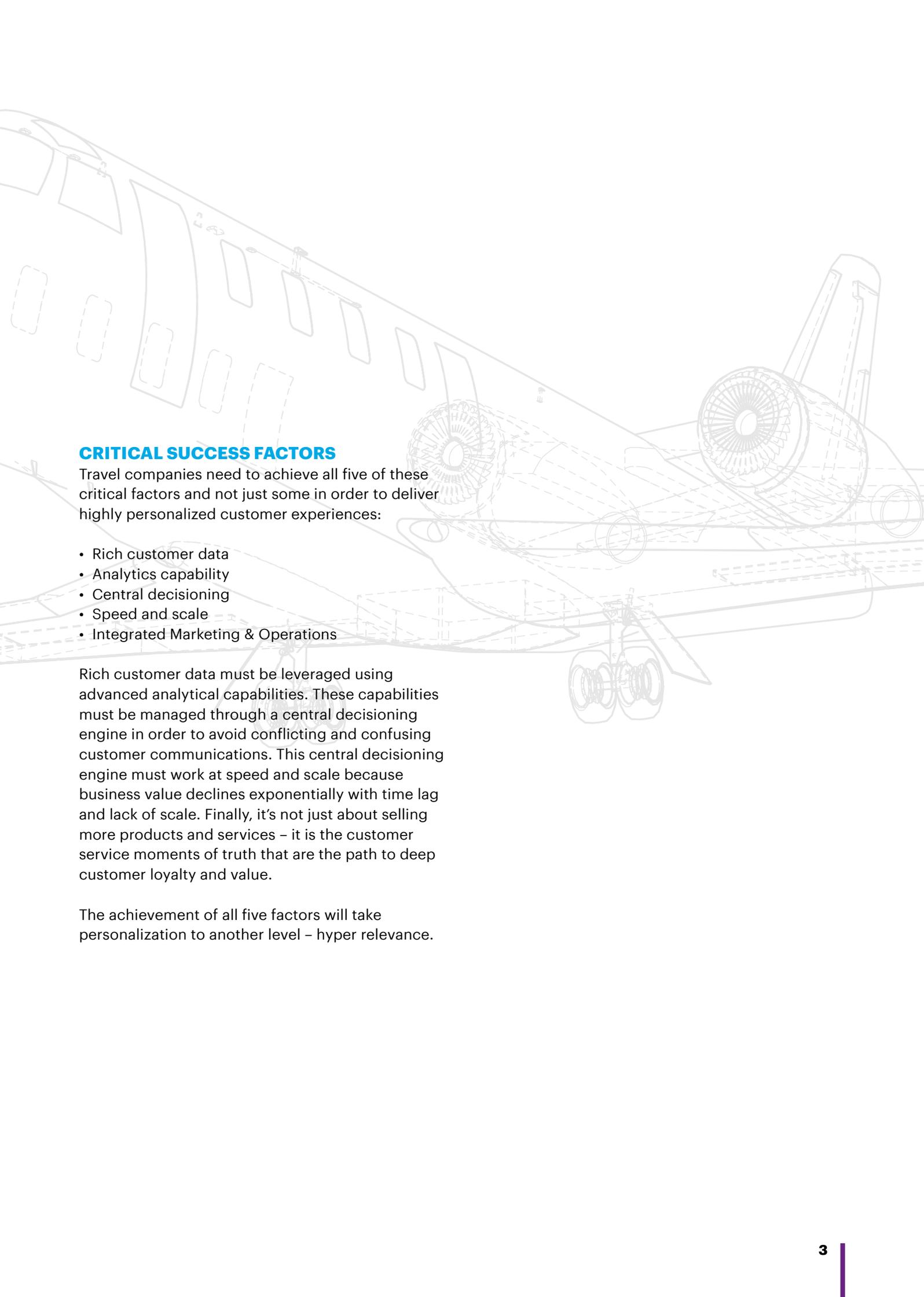
Therefore, the needs of a customer are very different when they are travelling on a short business trip to when they are travelling on a longer leisure trip with their family.

Accenture has built a service – we’re calling it a personalization accelerator – for the travel industry that demonstrates our industry leading personalization delivery capabilities – digital marketing, martech implementation, advanced analytics and customer 360 data design.

This accelerator enables travel companies to begin their personalization journey at speed and low risk with the first use cases delivered inside 3 months.

The benefits of personalization are no longer elusive.





CRITICAL SUCCESS FACTORS

Travel companies need to achieve all five of these critical factors and not just some in order to deliver highly personalized customer experiences:

- Rich customer data
- Analytics capability
- Central decisioning
- Speed and scale
- Integrated Marketing & Operations

Rich customer data must be leveraged using advanced analytical capabilities. These capabilities must be managed through a central decisioning engine in order to avoid conflicting and confusing customer communications. This central decisioning engine must work at speed and scale because business value declines exponentially with time lag and lack of scale. Finally, it's not just about selling more products and services – it is the customer service moments of truth that are the path to deep customer loyalty and value.

The achievement of all five factors will take personalization to another level – hyper relevance.

Flyou – The Hyper Relevant Digital Airline

Talking about hyper relevance is easy, simulating it is also not so hard but delivering it is very challenging. Therefore, to demonstrate our unique capabilities we have built our own fully working Personalisation Accelerator for Travel. To bring this accelerator to life we have developed 'Flyou – The Hyper Relevant Digital Airline'.

Through the lens of Flyou we have programmed a number of scenarios using our accelerator to clearly demonstrate how travel companies can deliver context driver hyper relevance to their customers. These scenarios show the many layers of context – the very different experiences of two customers travelling to the same city and the very different experiences of the same passenger when their context changes.

Let's see how Flyou delivers hyper relevance across three different layers of contextual data:

UNKNOWN BOOKER

A booker who is not logged in, may or may not have flown with us before. Data from booker is in form of in-session behavioural data.

INDIRECT BOOKER

Books through indirect channel first (eg. OTA/TMC) but enters Flyou post-booking. Data in form of in-session behavioural data & data given from indirect channels.

DIRECT BOOKER

Goes directly to the Flyou app to book their trip. They are registered or Frequent Flyer members, and therefore provide Flyou with rich historical data, which is used in conjunction with real-time behavioural data for personalisation.

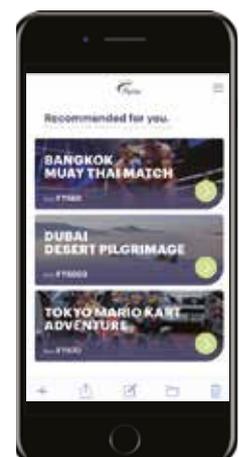
HYPER RELEVANT RECOMMENDATIONS

Highly relevant recommendations can even be made to unknown customers by analyzing any historical site visits, in-session data in real-time and using algorithms that calculate trending destinations and experiences. As the unknown customer progresses through the booking process and more data is captured, the recommendations become increasingly hyper relevant. In this case, the unknown customer has just begun their experience search and so recommendations are made to cover short, mid and long-haul destinations.

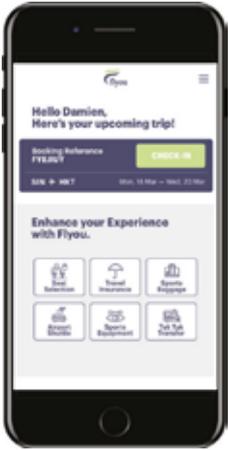
For Damien who is a registered customer, hyper relevant recommendations are made from the start of the booking process. We know he is 25 years old and has asked for city based experiences and so the recommendations reflect his profile.



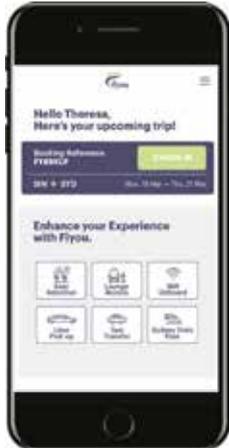
Unknown booker



Direct booker Damien



**Direct booker
Damien**



**Direct booker
Theresa**

HYPER RELEVANT ANCILLARIES

Ancillary recommendations are made highly relevant through insights from booking data, including data from the indirect channel. In this scenario, Theresa has booked a short trip to Sydney via a TMC in Economy whilst Damien has booked a trip to Phuket with a female friend via an OTA.

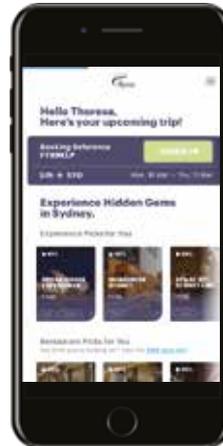
As Theresa has booked via a TMC we are suppressing the 'Travel Insurance' and 'Car Hire' offers as well as the 'Excess Baggage' offer as we know she is travelling alone for a short business trip. Instead we present highly relevant offers of 'Extra Legroom', 'Lounge Access' and 'On-board wifi'. Equally for Damien who is going on a leisure trip we present 'Sit Together', 'Sport Baggage' and 'Tuk Tuk transfer'.

HYPER RELEVANT EXPERIENCES

Experience recommendations are truly context driven and hyper relevant. Let's compare two different trips of Theresa – one short business trip booked via a TMC and one longer family trip booked direct on the Fyou mobile app.

For Theresa's business trip, we suppress recommendations for hotels as we know accommodation will be arranged by her TMC. We suggest museum visit and spa in the destination city instead. These experiences are highly relevant as they reflect that Theresa is travelling alone and only staying for a few days.

For her family trip, we use the Travelsify Hotel DNA™ to recommend kids-friendly hotel. As the trip is longer than three days, we recommend some experiences in nearby cities recognizing that the family may want to explore outside their destination city.



**Indirect booker
Theresa**



**Direct booker
Theresa**

HYPER RELEVANT SERVICES

Both Theresa and Damien have now travelled a few times with Fyou. We know them better now. For example, Theresa has just achieved Silver Status in the Frequent Flyer Programme.

They are both booked on a flight to Tokyo from Singapore. An hour before their scheduled departure, their boarding gate is changed from one closer to the terminal to one of the very last gates.

As Theresa has three small children with her and in recognition of her Silver Status, she is allocated an electric buggy to take her family to the boarding gate. On the other hand, Damien is notified to set aside an extra 20 minutes to get to the boarding gate to avoid missing his flight.



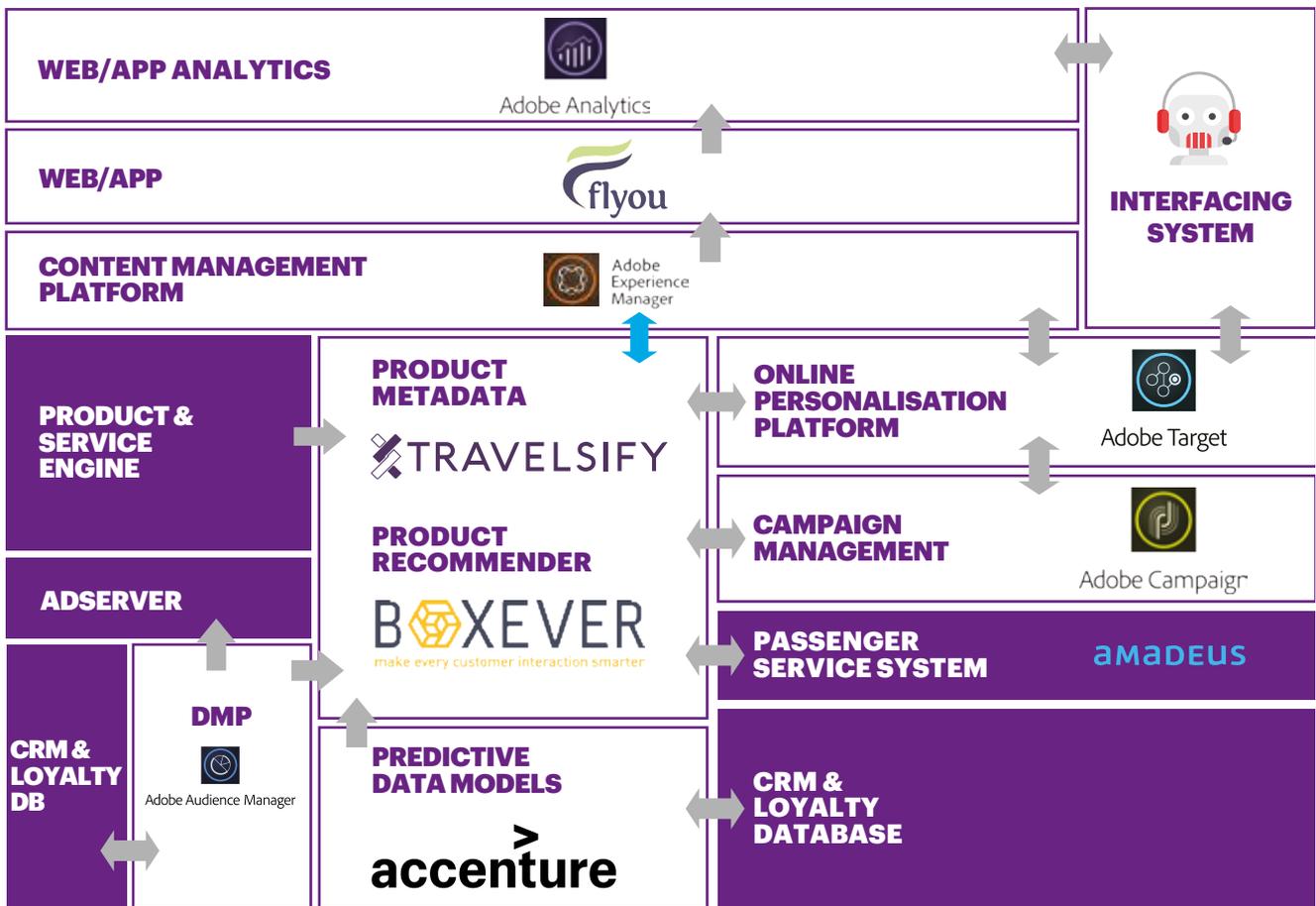
**Indirect booker
Damien**



**Indirect booker
Theresa**

Accenture Personalization Accelerator Blueprint for Flyou

This accelerator is built using industry leading solutions from Adobe, Boxever and Travelsify and is supercharged with algorithms and models from Accenture Applied Intelligence.



Legend INTERFACING SYSTEMS ASSET SCOPE

Use cases overview

The engineering behind each use case follows the same pathway, from data retrieval to decision-making, and experience delivery

1

Unknown booker receives popular travel tags and recommendations

This is based on the fast-moving behavioural data from the booker such as current location, and current season, which would provide Travel Tags and Experience recommendations.

2

Unknown booker receives optimised booking details

This is based on the Experience Recommendations selected, and the booker would receive recommended travel dates and flight timings.

3

Unknown booker receives recommended popular ancillaries

The enhanced behavioural data from the booker and the ancillary algorithm provide relevant ancillary recommendations.

4

Unknown booker receives recommended hotels, restaurants and experiences

This is based on Travel tags picked at the start of the journey and leverages Travelsify's Product DNA data to recommend the most relevant hotels and restaurants.

5

Indirect booker receives suitable restaurants, experiences, ancillaries, and services in manage my booking page

There are many insights that can be made from an indirect booking and these can be used to both recommend relevant ancillaries, hotels, restaurants and experiences as well as suppress irrelevant recommendations.

6

Known booker receives service recovery notification

In the event of a service recovery, customers receive highly relevant and differing types of service based on their segment and context. These are delivered in near real-time.

7

Known direct booker receives hyper personalized travel tags and recommendations

Known bookers booking via a direct channel receive the most relevant customer experience as the fast-moving behavioural data is combined with loyalty and past purchase data.

8

Known direct booker receives hyper optimized booking detail

Known bookers receive recommended time to travel and flight timings, and passenger details are also automatically pre-populated for the booker and their travel companions based on previous travel data.

9

Known direct booker receives hyper personalised recommended ancillaries

Known bookers are offered highly relevant ancillary recommendations based on their current booking data, their past ancillary purchases and the Ancillary Recommender Model using real-time behavioural data.

10

Known direct booker receives hyper personalised hotels, restaurants and experiences

Known bookers are offered highly relevant recommendations on hotels and experiences based on the current booking data and the Travel Tags combined with real-time behavioural data. Recommended experiences are based on the duration of the trip and restaurants are offered if the flight booking is made less than 2 weeks to departure.

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 505,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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