

FIRST-CLASS TICKET TO TOMORROW

THE CHALLENGE

Transforming to be a digital company that flies airplanes

Avianca, one of the world's oldest airlines, wanted to address the increasing expectations of customers for agile and personalized digital experiences. With a remit for change from their new CEO, the business built a digital transformation strategy focused on clients, operations, and enterprise. As a partner to Avianca for over 10 years, we knew their vision had the best chance of success if it was managed as a single, integrated program. We worked together, collaborating with other partners as well, to deliver this digital transformation vision.

HOW WE HELPED

Defining the journey to deliver digital

With a team of 300 operating in 17 different countries, our Customer Digital Transformation Program started by defining the program dimensions, building the business case, and developing a new digital culture. Our aim at every step was to bring to life a differentiated experience that would delight Avianca's customers in every interaction. Given the focus on customer experience, we knew that Adobe's suite of products were the right solution, and Adobe Experience Cloud was a key component of the transformation, particularly for *avianca.com*. Other key components included Adobe Target for testing and personalization, Adobe Campaign for digital marketing, and Adobe Experience Manager for efficient creation of engaging content.

THE RESULTS

Setting the standard for airlines of tomorrow

Although we're only partway through our game-changing journey, we've achieved significant success for Avianca. Most importantly, they are now positioned to accelerate their transformation and exceed their ambitions:

- *Avianca.com* delivered 15% year-on-year digital sales growth vs 4% of other company channels
- New business processes now enable rapid prototyping and user testing. For example, Adobe Target has helped to optimize ticket prices presentation and reinvent the experience of mobile purchase
- Our new operating model for digital marketing leveraging Adobe Campaign Manager has resulted in more effective email marketing campaigns and year-on-year sales growth of 343%
- By implementing a big data and analytics platform, Avianca can now access and act on consolidated unique customer profiles for CRM and personalization initiatives

TO LEARN MORE VISIT
www.accenture.com/adobe

