



Omni channel CX

Delivering tailored customer experiences that resonate

@Richlybaked
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CUSTOMER INTELLIGENCE.

right



Customer-first technology.



Thomas
Cook



adriatica.net GROUP

Ramblers
Walking
Holidays **R**



WEXAS
TRAVEL
EST. 1970

ALPINE
ELEMENTS



VisitBritain[™]
Shop

dnatatravel

Turquoise
The Turquoise Holiday Company



Abercrombie & Kent

G Touring

SHEARINGS

HAYES & JARVIS
HOLIDAYS AS INDIVIDUAL AS YOU

bluestone

cialia
the leading Italian specialist

SOVEREIGN
PARADISE FOUND



BCFerries

feefo

The Midcounties
Co-operative

travelanswerz
by travel professionals

m
miles morgan
travel



Scotiabank

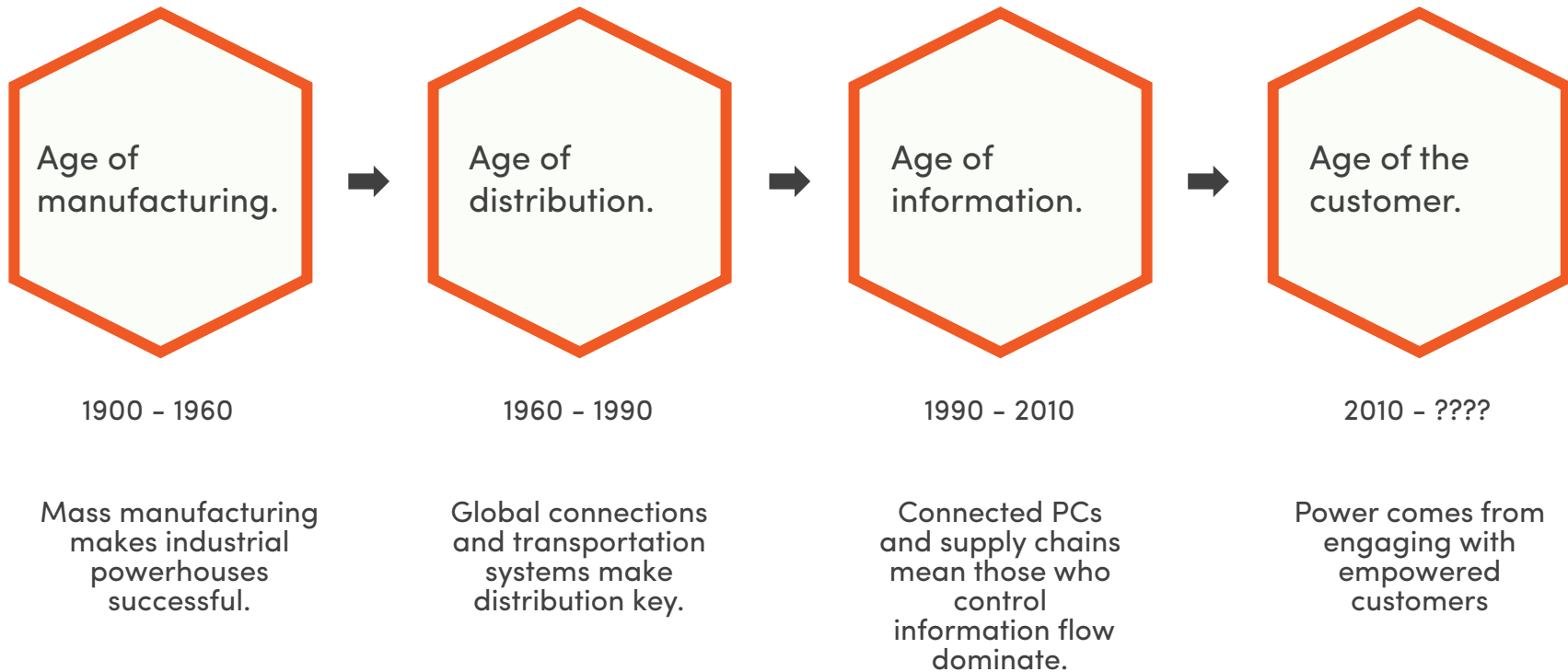




Driver.







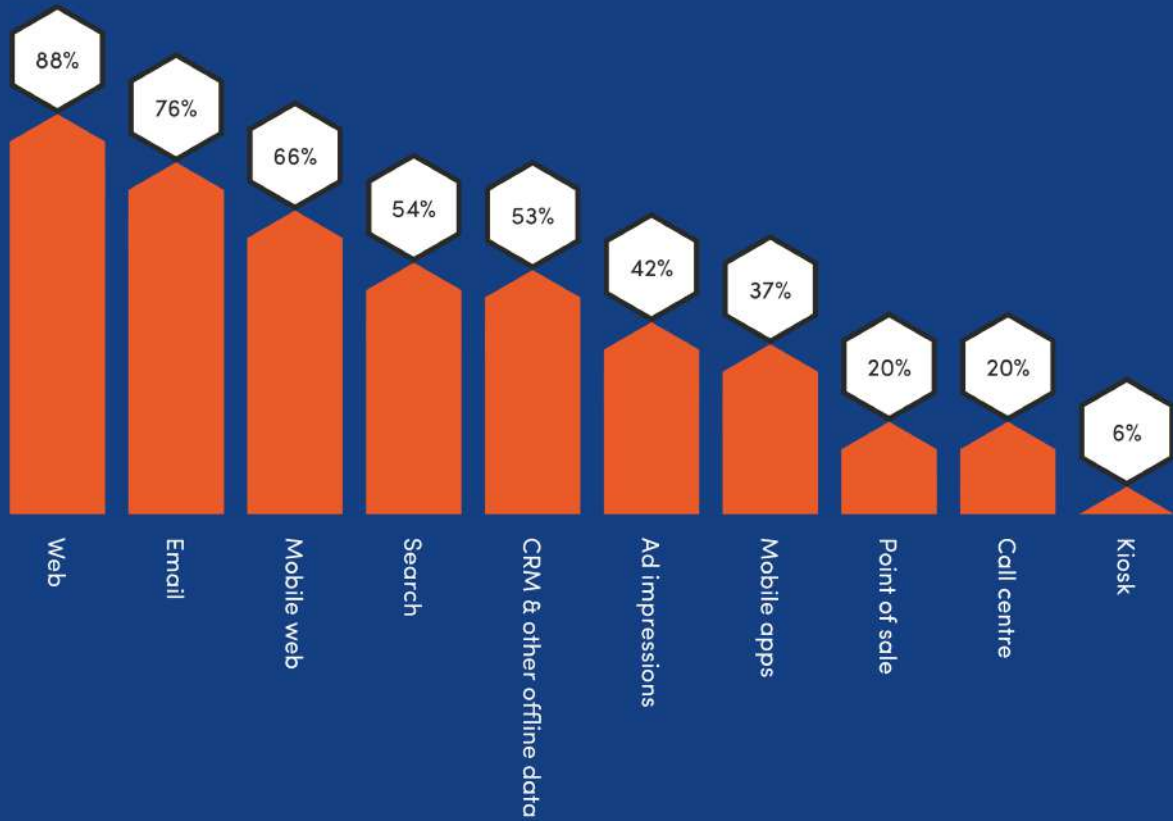


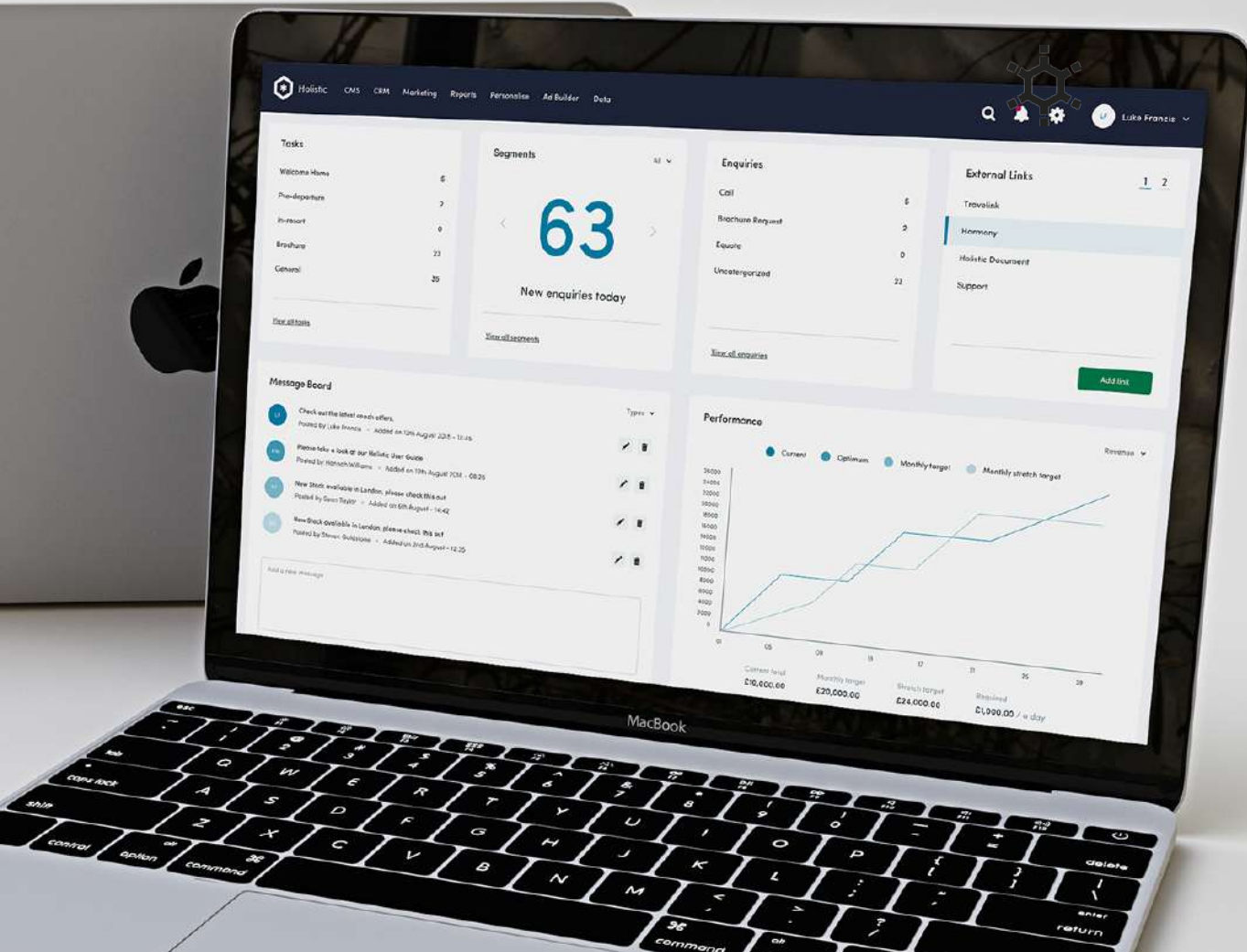


Approach.



1.





2.



3.

Personalisation is the art of targeting a consumer directly using a customised experience based on their unique interests, buying behaviour, and demographics – delivering individual messages, promotions and product offerings.



Personalise.

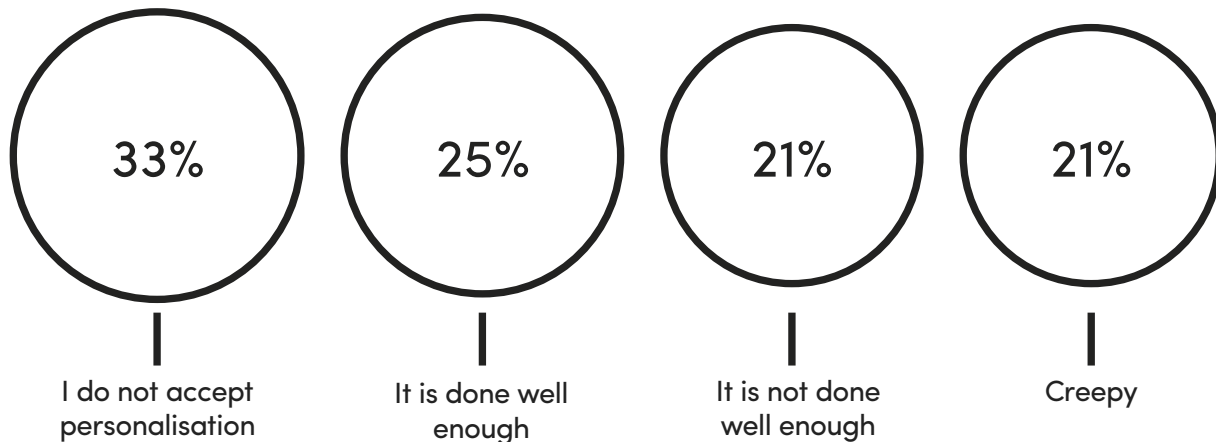
Powered by data you can deliver:

- Website personalisation
- Email personalisation
- Call centre personalisation
- Trend analysis
- Client profiling
























































Challenges – creepiness.

Public opinion of personalised advertising in the UK.





User profiling.

Hot Leads - 952 Hot Leads									
10/08/2016 Show all Hot Leads Results per Page: 10 Show Recommendations <input checked="" type="checkbox"/> < Prev Page 1 of 96 Next > Download CSV									
	Score	ID	Name	Email	Telephone	Recommended Products	Feedback	Available Channels	
<input type="radio"/>	100.00 %	839934 42	Sarah Smith	Sarah.Smith@travel.co.uk	Mobile: +44 7700 900817 Home: 02921 432109	    	Select a label	  	
<input type="radio"/>	100.00 %	722216 31	Edward Hamling	Edward.Hamling@travel.co.uk	+44 7700 900817	    	Select a label	  	
<input type="radio"/>	100.00 %	808200 24	Maia Pagoda	Maia.Pagoda@travel.co.uk	+44 7700 900018	    	Select a label	  	
<input type="radio"/>	100.00 %	632369 49	Mozella Tims	Mozella.Tims@travel.co.uk	+44 7700 900665	    	Select a label	  	
<input type="radio"/>	100.00 %	822451 38	Samella Partipilo	Samella.Partipilo@travel.co.uk	+44 7700 900782	    	Select a label	  	
<input type="radio"/>						    		  	



Scenarios.



Scenario 1:

Aiding the
booking process.





Q

Submit.

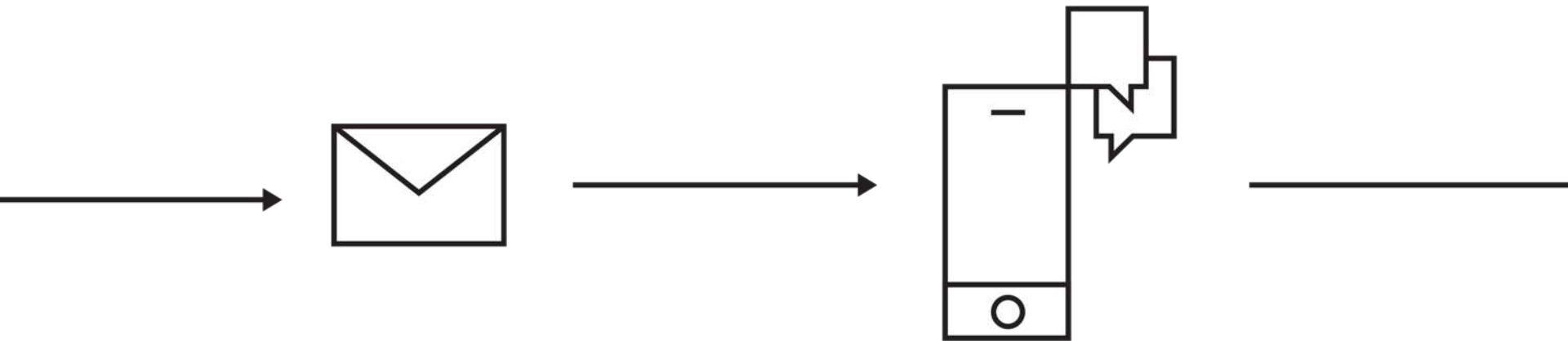
Client hits a website,
performs a search and then
submits an enquiry.



****I

Search and other website data
is stored anonymously in but
deanonymised once the
enquiry is submitted.





Email enquiry reached the agent, agent sends out further information.

Agent then calls the client to progress the sale, using the data gathered about preferences and which products to recommend.



Booked.

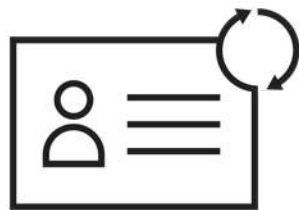
The client makes the
purchase and the booking
process is complete.



Scenario 2:

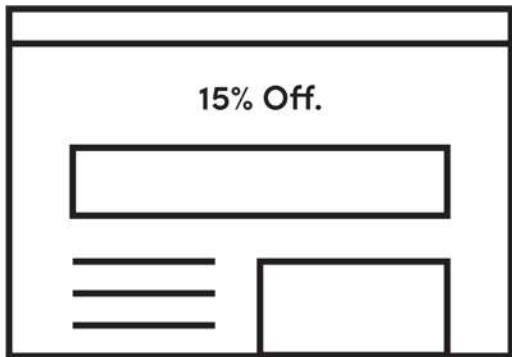
Automation.





Instead of booking, the client
in question goes quiet.

The system is set up to use
client preferences/interactions
to send out personalised offers
via marketing emails.



The client clicks through to view the offer on the website, which shows personalised.



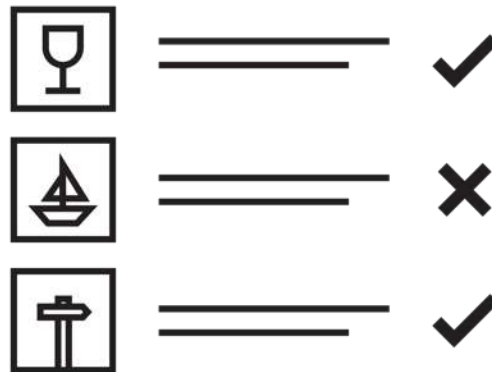
Booked.

The client books via the offer online.





Later on, this automatically triggers the upsell process based on their purchases – maybe excursions or drinks packages etc.



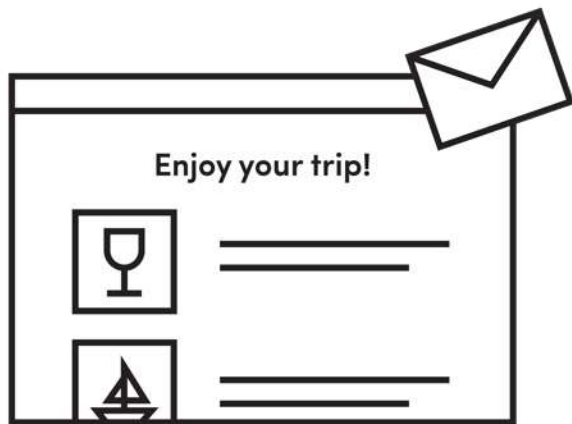
The client's interactions with such offers are tracked, so whether online, via marketing or call centre, we have a 360 degree view of clients interests.



Scenario 3:

During the trip.





Client receives pre-departure
“Enjoy your trip” email with
suggested activities and offers
from the previous upsell process.
This information is also recorded
so agents have full visibility.



Did you enjoy your trip?

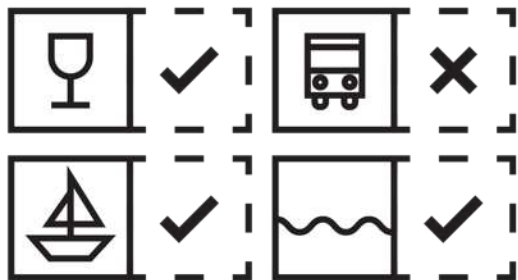
	<input type="text"/> <input type="text"/> ★★★★
	<input type="text"/> <input type="text"/> ★★★★★
	<input type="text"/> <input type="text"/> ★★★

Client returns from the trip.
They are asked to review the
trip and to provide feedback.

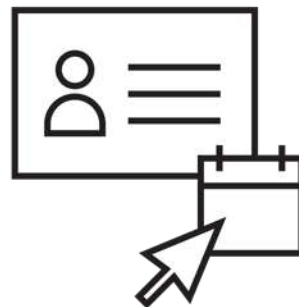




Summer 2019.

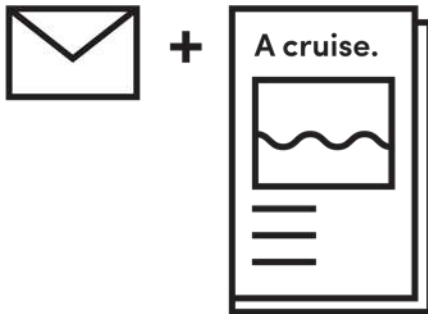


Based on the feedback, the agent can then begin the process to sell a similar holiday for the same time next year.



The agent then creates a task/preference.

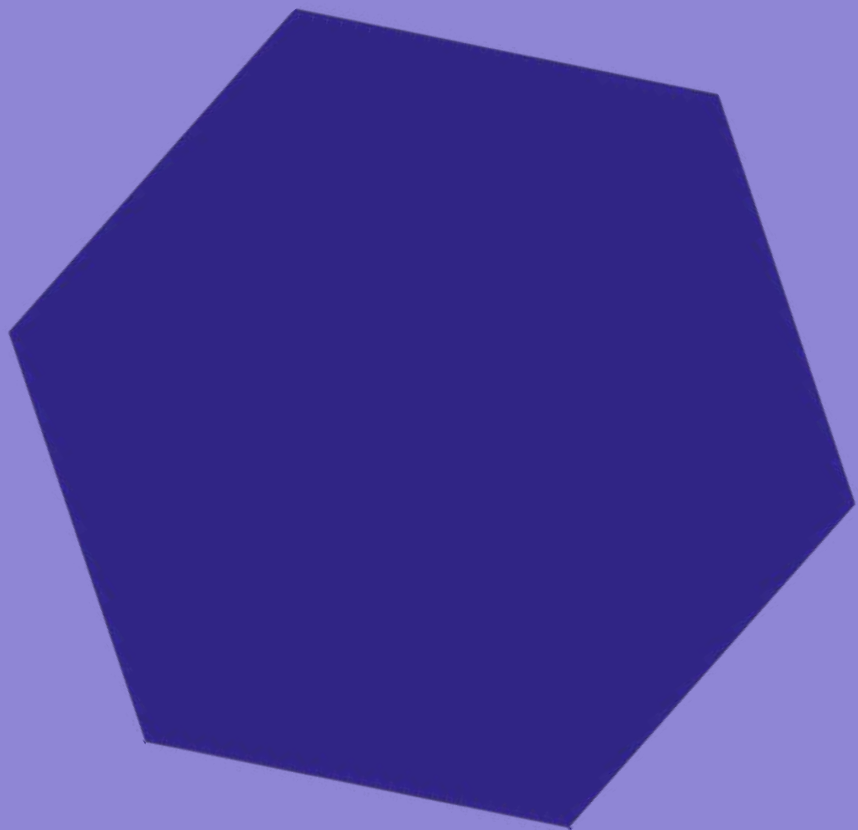


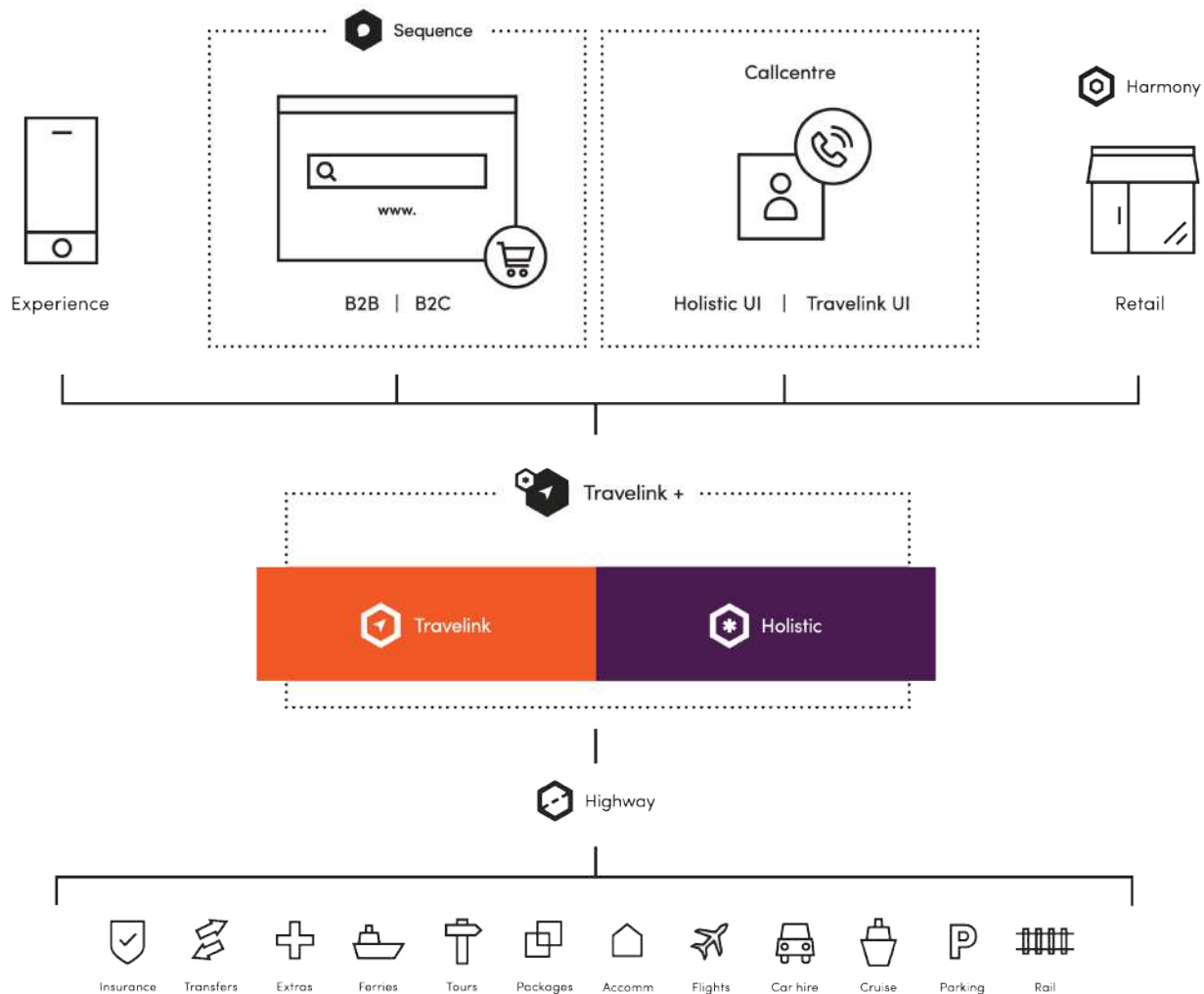


The client is then sent marketing material to entice the client to book again next year.



Study.



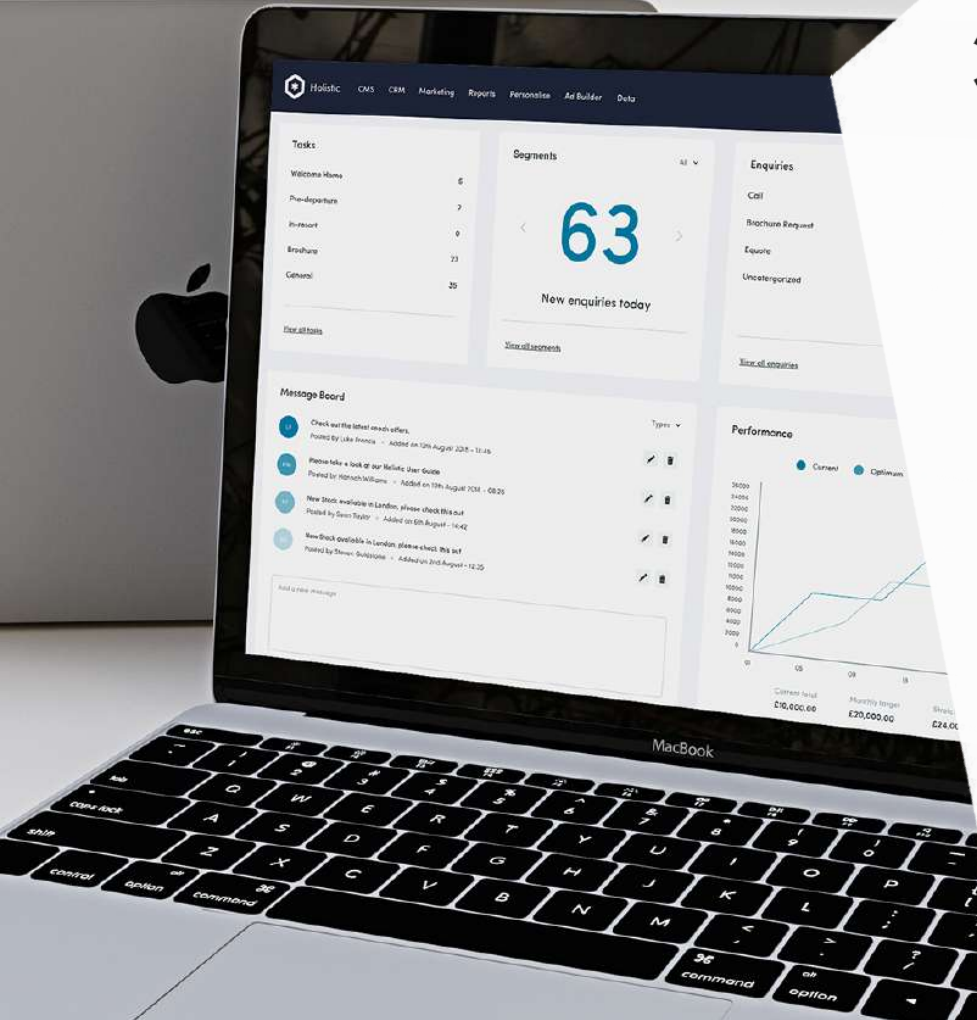




Deliver Customer Intelligence

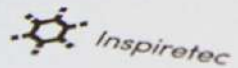
Hologic

- Increased Efficiency – Task, workflow & complaints management
- Empowerment of consultants – client information, preferences & activity
- Single customer view to drive:
 - Improved customer experience
 - Better lead management
 - Marketing & contact automation
 - Personalisation & recommendations



Volume 1
Customer experience.

*Using data to drive positive
customer experiences.*





Thank you.

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