

Avianca takes customer centricity to new heights with Amadeus Customer Experience Management



Avianca has embarked on a journey to enhance the customer experience – an important requirement in today's highly competitive marketplace. As one of the leading airlines in Latin America, Avianca needs to **continually differentiate the services it offers**, leveraging the latest technologies to provide more personalisation to delight customers.

Avianca's two main objectives are:

To create an exceptional experience with the best industry talent and the best technology, – to be the world's preferred Latin American airline



To put the customer at the beginning and end of everything we do



To achieve these goals, Avianca required a solution primarily for front-line customer touchpoints that would give the airline a comprehensive and meaningful view of each traveller.



Putting the customer at the centre of everything

Avianca is building a customer-centric strategy following the four main data management steps powered by **Amadeus Customer Experience Management** capabilities:



1
Data collection
from every customer



2
Identifying each customer profile



3
Data knowledge generation
for each customer



4
Using this knowledge to create a **unique customer experience** and anticipate customer needs

Amadeus Customer Experience Management takes airlines on this journey – from data collection to knowledge insights generation, to deliver a personalised experience at every passenger touchpoint.

"The signing of this agreement with Amadeus guarantees us security, reliability and efficiency in Customer Experience Management. Avianca works to provide its customers with a memorable travel experience, from the purchase of their ticket to arrival at their final destination, supported by the latest information technology by Amadeus."

Hernán Rincón
CEO, Avianca Holdings S.A.



Amadeus Customer Experience Management fits perfectly with Avianca's strategy to surprise and delight their customers

Avianca is using [Amadeus Anytime Merchandising](#), a solution that allows airline marketers to define and deploy merchandising and customer experience strategy in real time. By integrating [Amadeus Customer Experience Management](#), the two solutions work in harmony – delivering the right product to the right passenger at the right time, and collecting relevant information and insights about the customers they serve. This makes Avianca's personalised customer communication more powerful, meaningful and memorable.

In addition to smooth implementation of the technology, the adoption of the new processes and procedures by the airline's employees is key to the success of this initiative.

"We define the customer as the centre of our strategy. Amadeus Customer Experience Management allows us to leverage our objective and understand our passengers to offer customised products and solutions."

Hernán Rincón

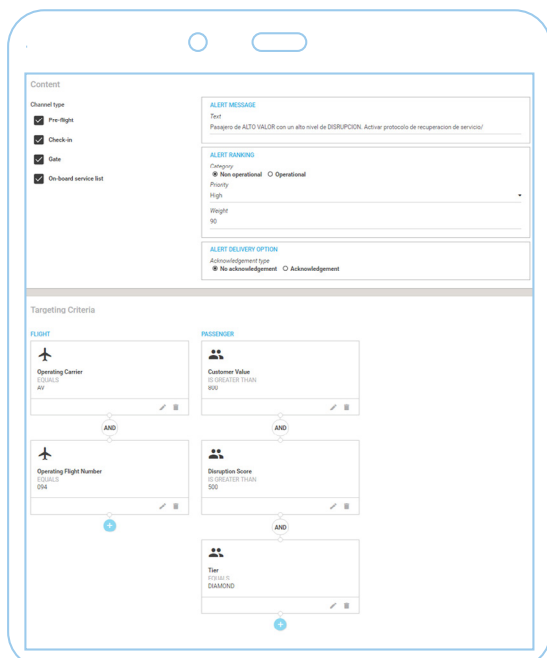
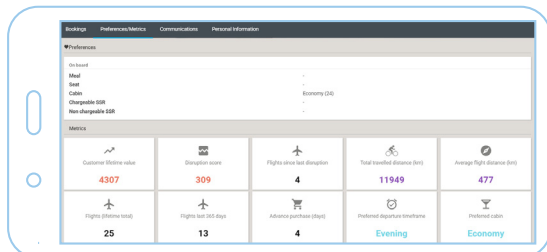
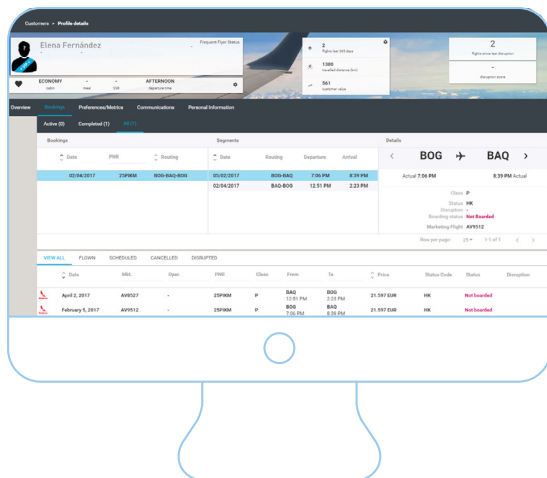
CEO, Avianca Holdings S.A.





How is Amadeus Customer Experience Management working for Avianca?

Amadeus Customer Experience Management provides Avianca with a comprehensive view of each customer through the 360-degree customer UI. Past trips and contact details are processed by the Customer Identification Engine to identify every customer. Then, the Knowledge Computation Engine calculates metrics such as disruption score, customer lifetime value, preferences, etc. These in-depth insights make it possible for Avianca to set up personalised alerts* and propose additional services which passengers are likely to value.



Avianca is already using personalised alerts in the airline's call centres, at check-in, the boarding desk and on board. These help agents identify specific customers to enhance their experience based on the specific situation. For instance, Avianca has set up 6 different personalised alerts across its business processes:

1. Ensure Avianca's top passengers are well-recognised
2. Offer a special service to high lifetime value passengers who do not currently belong to Avianca's frequent flyer programme
3. Deliver a personalised welcome message to all first-time flyers
4. Provide special service recovery to frequent flyer programme members who have been previously disrupted
5. Provide preferential treatment to passengers travelling on their birthday or honeymoon
6. Pay particular attention to passengers who have flown over 100 flights in a year

*Personalised alerts are personalised messages delivered to the customer via front-line airline staff.



What's next for Avianca?

Avianca plans to further develop its customer-centric strategy by integrating deep customer insights into different areas and touchpoints. [Amadeus Customer Experience Management](#) is a key enabler in this process.

"We are moving forward with our customer-centric strategy, and our objective is to integrate knowledge generated by Customer Experience Management across all customer touchpoints and within the Avianca organisation. The capabilities of Amadeus Customer Experience Management will help us achieve this."

Jose Luis Campos

Head of Frequent Flyer Program
Avianca Holdings S.A.

About Avianca

Avianca is the commercial brand that represents the Latin American airlines, integrated in Avianca Holdings S.A, and has a workforce of over 22,000 employees. Avianca serves more than 108 direct destinations in 28 countries throughout the American and European continents, with a modern fleet of 185 short, medium and long-haul aircraft. Avianca has 7.2 million registered members in its loyalty scheme and is a member of the Star Alliance.

In 2017, Avianca was voted [best major airline in Latin America](#) by TripAdvisor users, while the Customers and User Organisation, 'OCU', based in Spain rated Avianca the second best airline in the world in customer service.

Find out more

For further information, visit amadeus.com/airlines or speak to your Amadeus Account Manager today.

Amadeus Customer Experience Management
On-time data insights, relevant travel experiences

