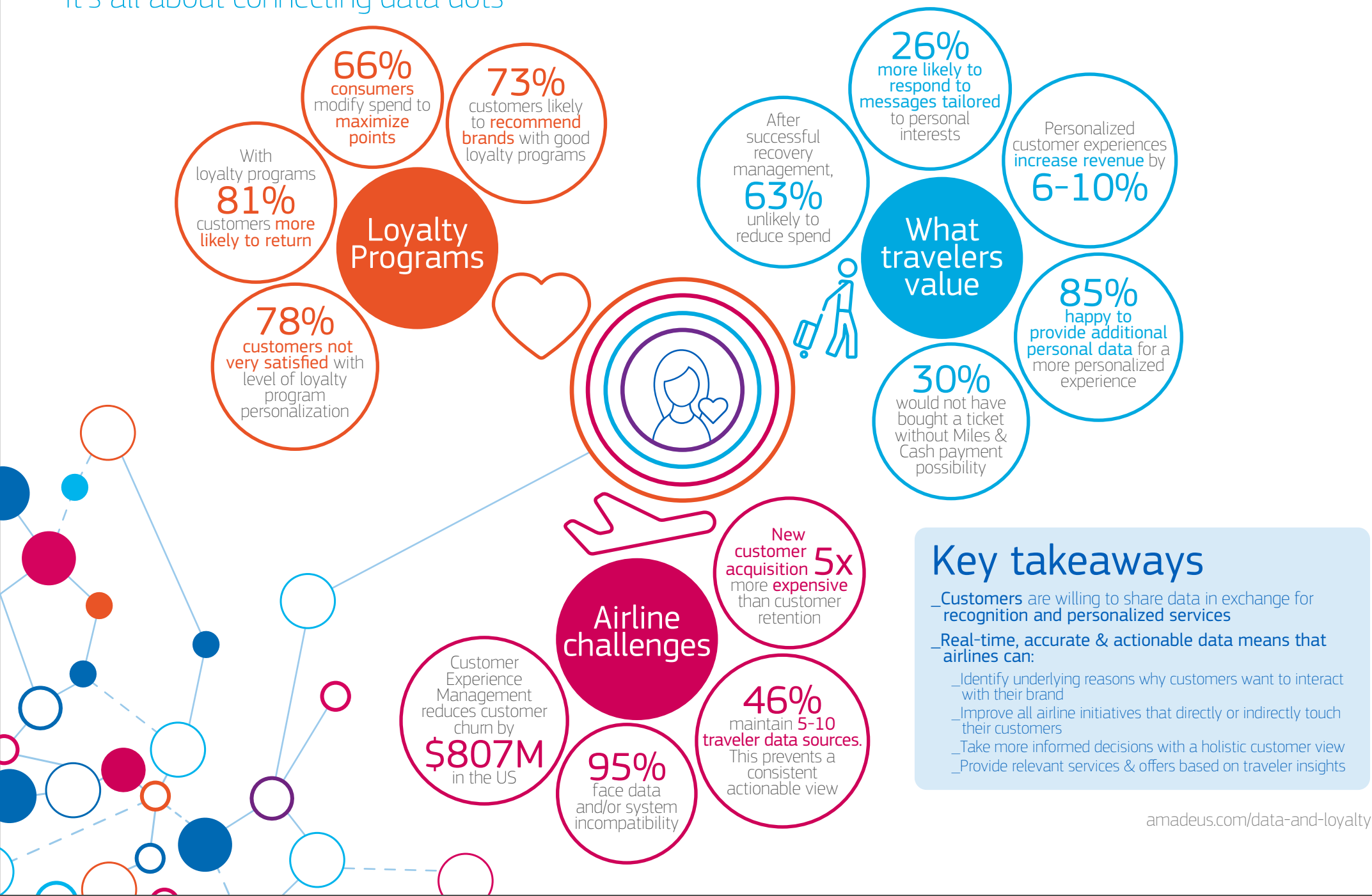


# Transforming data into value to foster airline customer loyalty

It's all about connecting data dots

amadeus



## Key takeaways

- \_Customers are willing to share data in exchange for recognition and personalized services
- \_Real-time, accurate & actionable data means that airlines can:
  - \_Identify underlying reasons why customers want to interact with their brand
  - \_Improve all airline initiatives that directly or indirectly touch their customers
  - \_Take more informed decisions with a holistic customer view
  - \_Provide relevant services & offers based on traveler insights

# Sources

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