

# Amadeus Customer Experience Management

On-time data insights, relevant travel experiences



**Amadeus Customer Experience Management offers end-to-end travel personalisation, helping make each customer's trip unique.**

The airline industry is highly competitive, which makes safeguarding traveller loyalty and maximising revenue opportunities important priorities for all carriers. To be successful, airlines need to offer a seamless and personalised travel experience so that each customer feels recognised and valued.

**Amadeus Customer Experience Management** is an end-to-end solution which enables airlines to manage and personalise the offers and services provided to travellers. Amadeus Customer Experience Management automatically integrates valuable insights and personalisation logic into all business operations and traveller communications and empowers front line staff with real-time information to better serve customers. Amadeus can help airlines offer customers a seamless and personalised journey, every time they travel.

## Amadeus Customer Experience Management helps airlines:



**Grow brand loyalty and customer satisfaction**

**Exceed expectations** by anticipating and responding to the needs of valuable customers with personalised services that help foster brand loyalty.



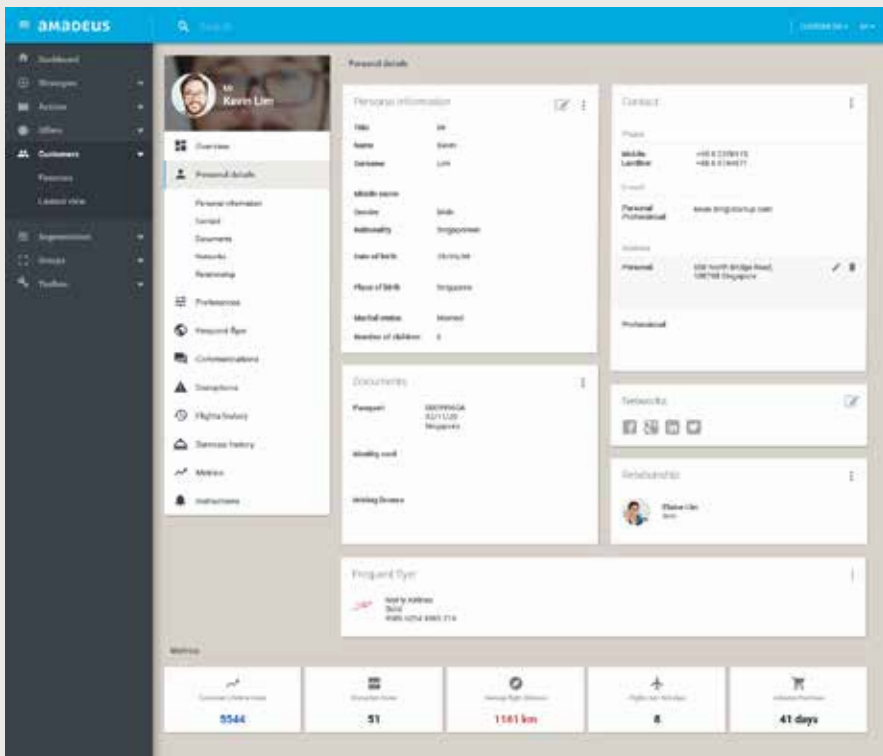
**Increase revenues**

**Deliver meaningful experiences and increase revenue** by upselling relevant offers which are tailored to airline customers' needs and preferences.



**Improve customer retention**

**Minimise the impact of travel disruptions** on frequent travellers with proactive, personalised customer care.



Amadeus Customer Experience Management's 360° Customer View

## Key benefits at a glance

- 1 Know your customers in real-time**
  - Build a single, comprehensive view of each traveller including relevant, dynamically-crunched insights. **Optimise** your customer **engagement strategy** with customised KPI dashboards
  - Leverage existing IT assets** by seamlessly aggregating data from across your IT environment into a centralised customer profile repository, **reducing data management costs**
- 2 Secure brand loyalty with proactive, personalised customer care**
  - Enable airline staff to better understand customers** by providing a 360 degree view of each traveller: their purchasing, service and disruption history, loyalty programme activity, as well as stated or inferred preferences
  - Increase agent productivity and decrease service resolution time** by integrating customer insights into agent screens and back-end operational processes such as seating, automatic waitlist clearance, compensation management and more
- 3 Boost the effectiveness of your merchandising strategy using advanced personalisation techniques**
  - Increase repeat sales** by up to 70% and ancillary revenues by up to 15%\* **by providing travellers with more relevant and personalised offers**, at the right time in their trip
  - Make purchasing easier by tailoring the digital shopping experience** to individual travellers or traveller segments, combining sophisticated merchandising techniques with traveller-specific knowledge.

## How can Amadeus support your CEM strategy?

### Open and flexible solution

Connect to any third party system or data source

### Fast and intelligent profile creation

Access to multiple years of booking data

### Cater to the needs of ALL customers, individuals or segments, including:

- Frequent Flyers, whether or not in loyalty program
- Corporate Travellers
- New customers of the airline

### Resilient cross-process, cross-touch-point and cross-channel consistency:

- Altéa PSS and touch points
- Amadeus Anytime Merchandising
- Amadeus Travel Intelligence System

### Real-time updates

In all business applications during interaction with customers

### Customer data protection

Experience in privacy fulfilment matters

### Flexible, modular offer

Configurable solution according to airline requirements

### Reputable travel industry player

Far-reaching expertise, including mission-critical Passenger Service System

### Wide array of solutions and consulting services

Personalisation strategies to fit each airline's marketing and operational needs

### Let's shape the future of travel

Amadeus provides solutions which facilitate the entire travel journey, improving the traveller's experience whilst helping airlines manage their own business more effectively. We are at the heart of the global travel industry, working with our customers and partners to shape the future of travel.

### Find out more

For further information, visit [amadeus.com/airlineCEM](http://amadeus.com/airlineCEM) or speak to your Amadeus Account Manager today.

\*Amadeus research (2014)  
"Thinking like a Retailer"