

HYPER PERSONALIZED CONSUMER EXPERIENCE

through Travel Documentation for a Spanish Travel Technology Company



Services: Product Engineering & Innovation, Professional Services, Digital Experience

OVERVIEW

The Client is a major Spanish IT service provider with revenue of more than US \$5 bn for the travel and tourism industry across the globe.

Covering about 190+ countries, their Global Distribution System uses real-time inventory to provide services to its end users.

GDS platform links its products and services across all three travel sectors, namely, airline reservations, hotel reservations, and car rentals.

CHALLENGES



Unstructured and ambiguous travel documents for itinerary & e-ticket receipt



Unavailability of customized & personalized travel information for the flyers/travel agencies across the world in their native language



Lack of user-friendly additional information for flyers/travel agencies regarding their allowance, status check on their trip and country specific content

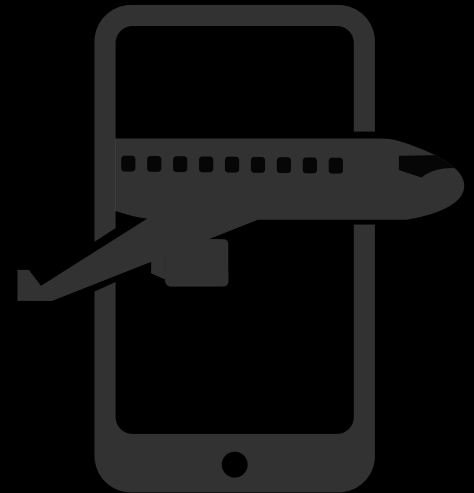


Lack of any media content to display in the itinerary and e-receipt documents

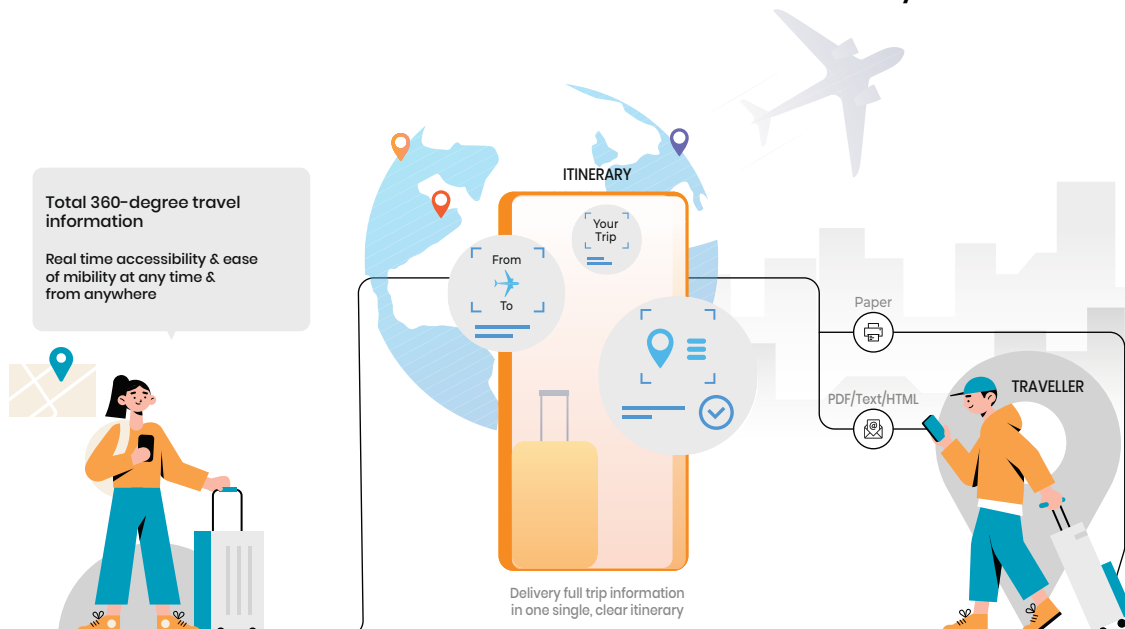
SOLUTION

ACL Digital clearly understood the Client's need for customer experience & ease of accessibility of travel documents for its travel agencies (flyers) to deliver higher customer satisfaction across the globe. This included:

- 1 Implementation of a UI based customer retail platform tool
- 2 Providing graphical & coherent information to the flyers in their localized languages, country specific information like CO2 emissions, baggage information, and links to their personal trips information
- 3 Creating customized itinerary documents based on the customer survey/questionnaire
- 4 Display of contextual advertising banners in the Itinerary & e-ticket receipt documents across point of sale for travel agencies
- 5 Customizing look and feel of the information sent via e-mail to travellers across the globe based on their personalized preferences
- 6 Ease of accessibility & seamless integration of calendar which notifies travelling reminders to flyers

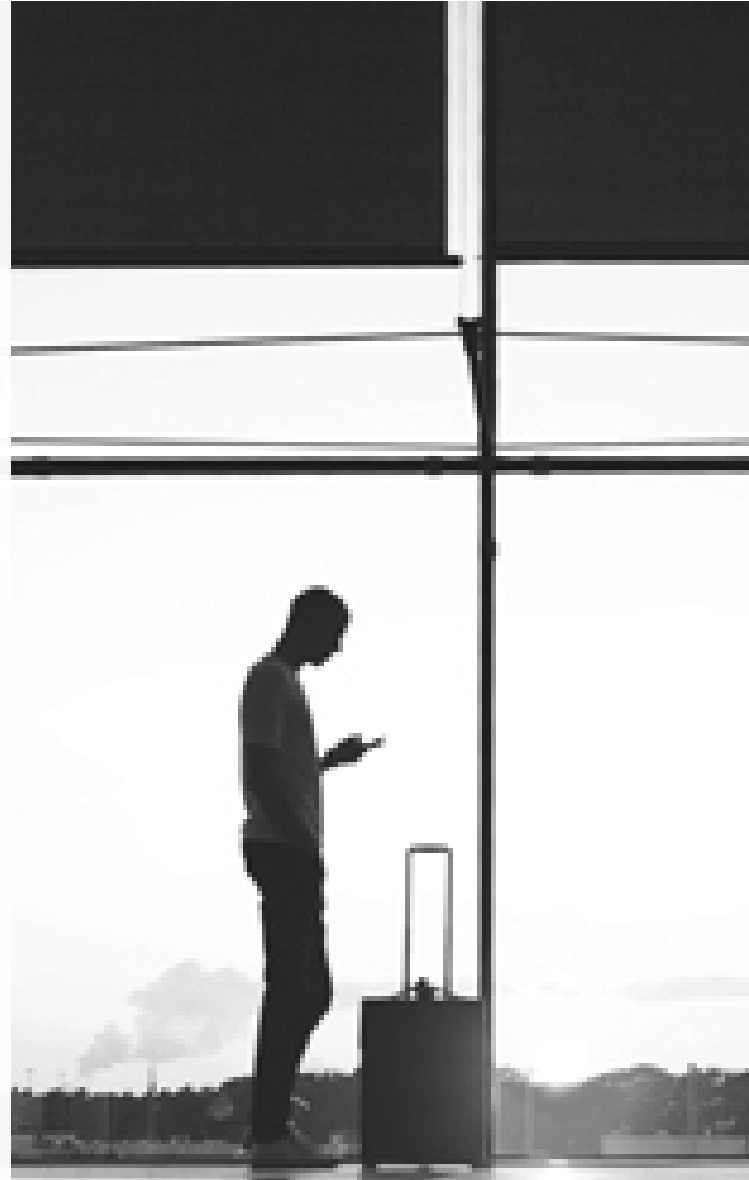


Personalized & Customised Travel documents for Travel Industry



OUTCOME

- › Total 360-degree travel information experience" was delivered to the customer
- › Real time accessibility & ease of mobility at any time & from anywhere
- › Improved customer engagement through customized rules with the chosen triggers and the mail ids as well as the notification channels
- › End to end tracking by capturing success/failure delivery notification information in queue to travel agencies across the world
- › Hyper personalized travel documents according to the customer's preferences and made available in more than 15 languages across the globe
- › Increase in business revenue due to overall faster & higher customer satisfaction



CONCLUSION

The hyper personalized & dynamic travel document implementation helped the customers to access their travel information in real time, which consequently improved and enhanced the overall customer experience and satisfaction.

ACL Digital is a design-led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses. ACL Digital is a part of ALTEN group, a leader in technology consulting and engineering services.

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