

CRM and One to One Marketing

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TravelosophyTM

Travel Companies are Lucky!

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Traditionally they have collected:

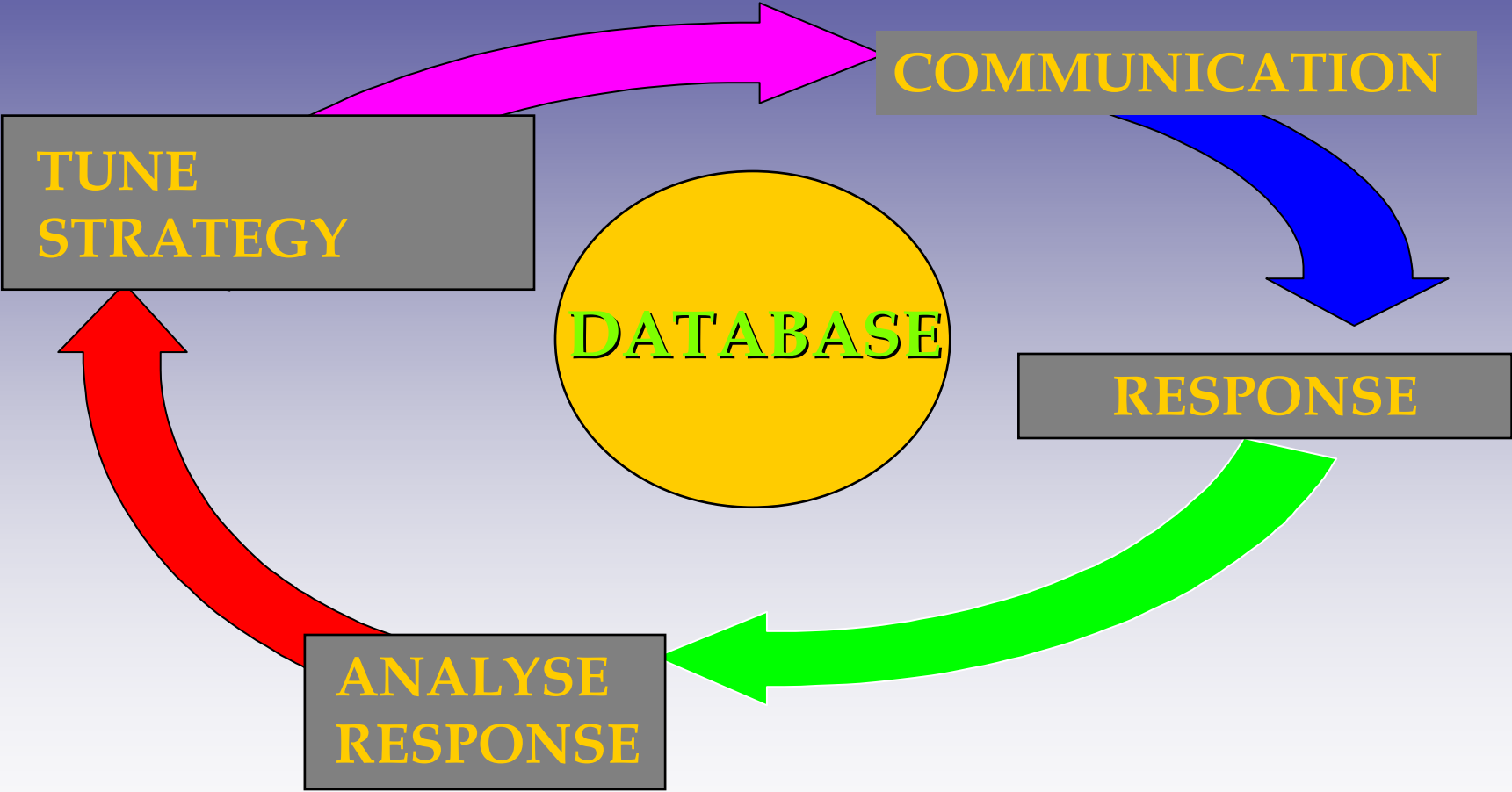
- Customer and prospect details
- Enquiries
- Reservations
- Complaints, etc

More recently we have:

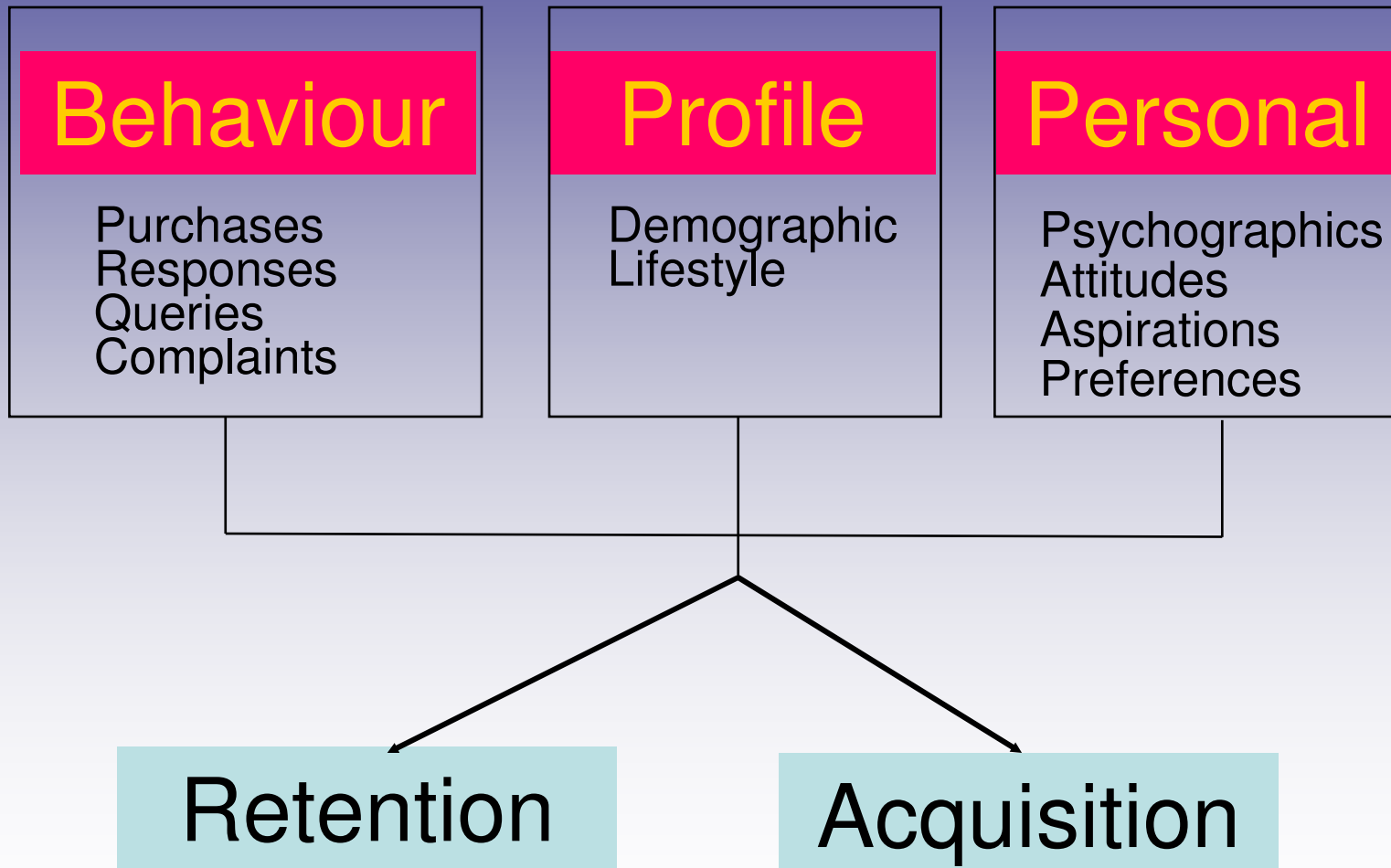
- Social networks
- Data fusion

Are travel companies maximising the benefits from building a 360° view of their customers?

The Classic Circle



How do you understand your customers?



Common Analytics

Behaviour

RFV model - create a score for each customer

- Recency (of last booking)
- Frequency (regularity of bookings)
- Value (either total spend or average booking value, for example)
- Add additional elements
 - Complaints
 - Referrals
 - Social contributions
 - Abandoned on-line baskets
- Comparator between customers
- Selection and measurement

Scored data yielded 10 times uplift on response against unscored selections

Common Analytics

Behaviour

Market Basket – combinations of products

- What combinations of destinations or types of travel different customers prefer
- The Amazon syndrome
- “Beer and nappies”
- Delivers cross-sale and upsell



Common Analytics

Profile

Apply profiles – fine tune segmentation

- Demographic profiles
- Lifestyle profiles

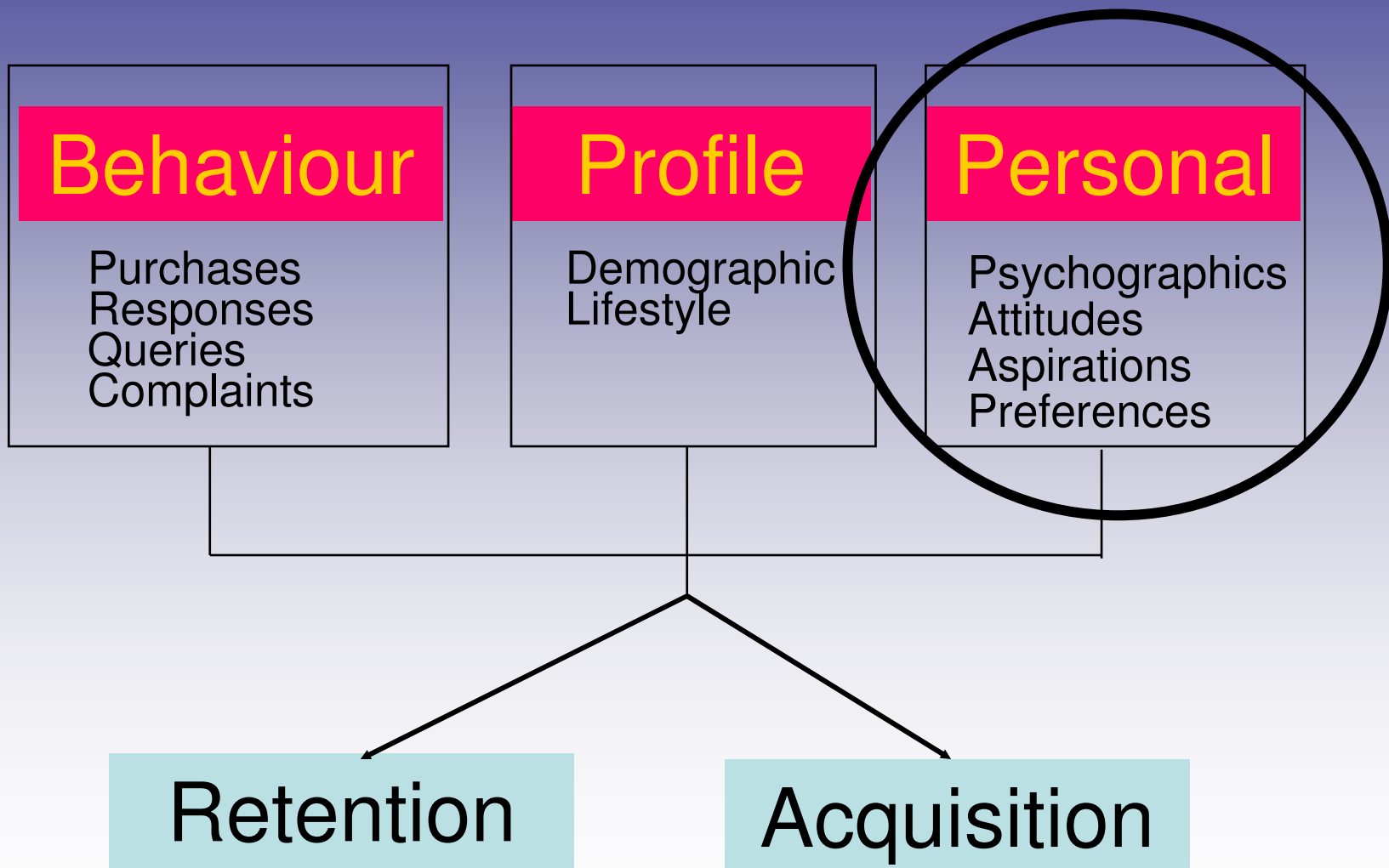
A more granular segmentation

Apply to prospects to convert them to customers

Maximised yield from web and brochure layout - 20% uplift on cross-sell



How do you understand your customers?



Is the explicit profile adequate?

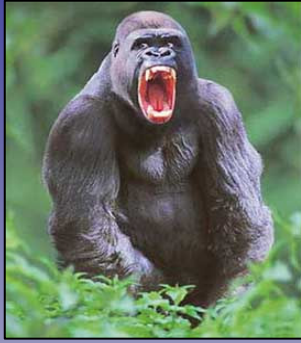
- Demographics
- Lifestyles

Senior citizen Married
Lives in London Female
Family orientated Hard worker
UK Holidays Regular church goer

Dot Cotton

HM The Queen

Customers have their own view of the relationship



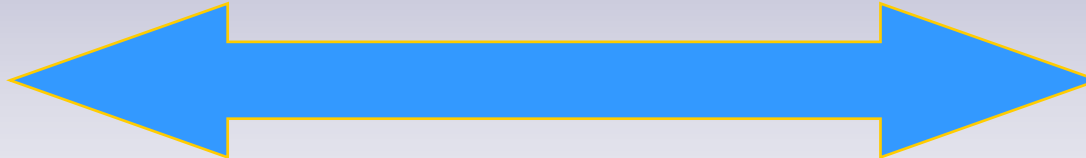
SPECTRUM OF RELATIONSHIP

I know where you are



I need constant contact

Aloof



Active

Ad hoc



Engaged

Mail

Email

Phone

Social Media

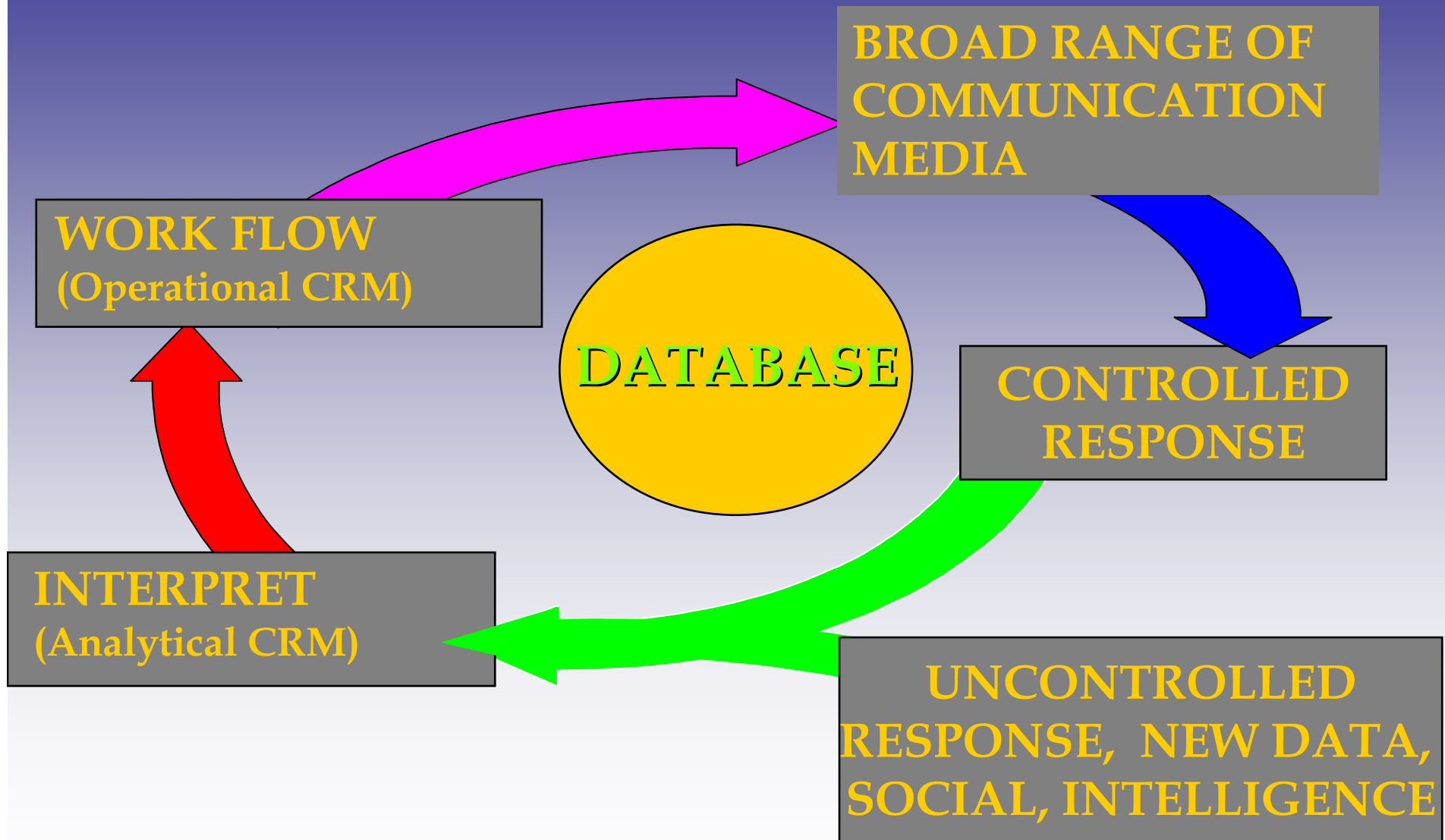
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Know your customers, grow your business

A Service of Database Marketing Counsel

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The New Strategic Circle



Strategic Cycle of CRM

Analytical CRM

- Market analysis
- Data quality
- Customer profiles and segmentation
- Behaviour analysis and Modelling
- Measurement and ROI

Collaborative CRM

- Direct mail
- e-mail
- Mobile
- Web
- Surveys
- Social networks

Operational CRM

- Process management
- Delivery of information to touchpoints
- Strategic communications

Integrating social media to build psychographics and sentiment

Use social techniques to engage the customers and prospects

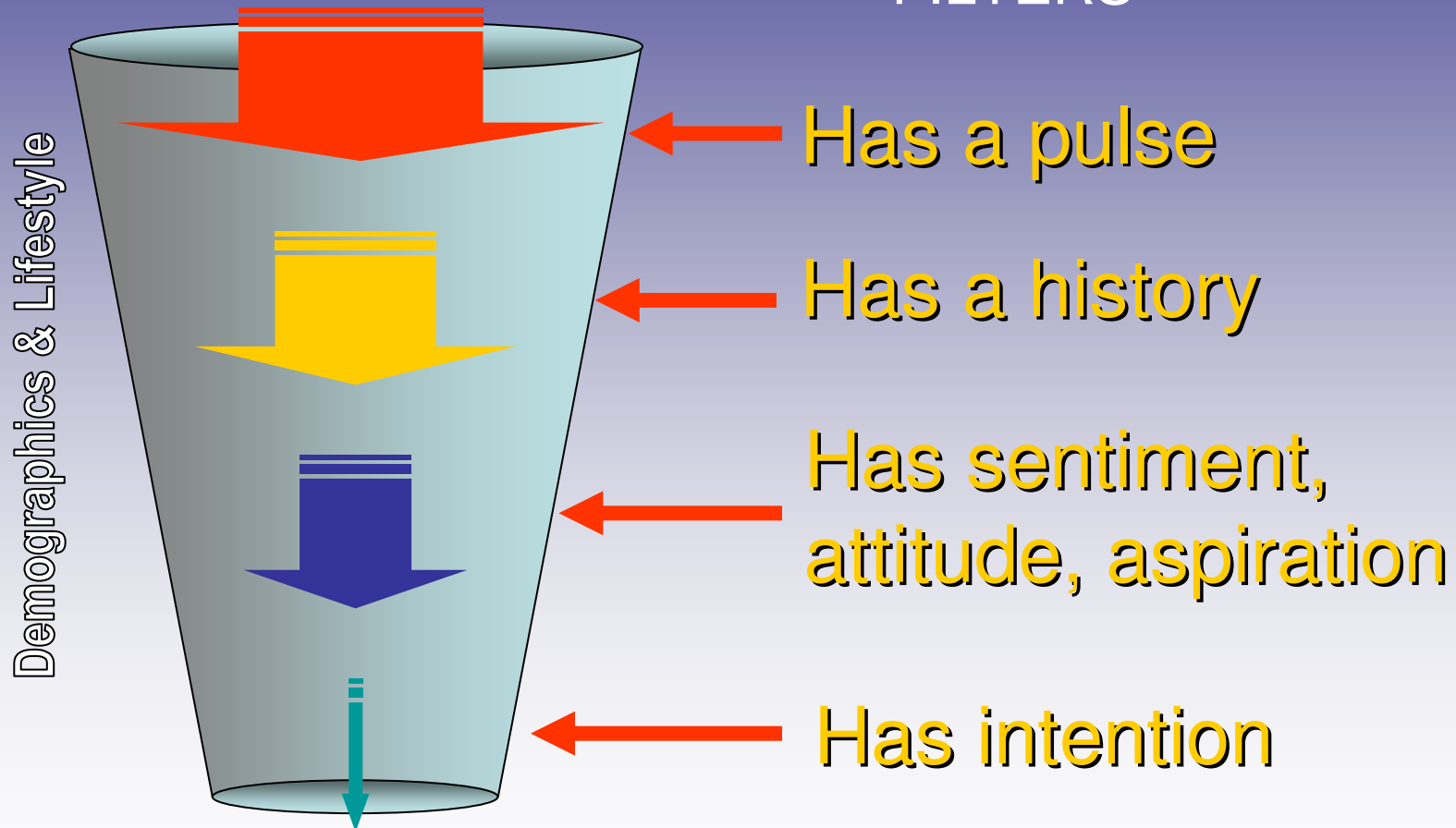
- ‘Like’ your pages/postings/blogs
- Upload photos, post reviews
- Prizes/incentives
- Comments, complaints

Introduce these sentiments into the CRM

Refine your one-to-one communications

Integrating sentiment and intention

FILTERS



A Basic Approach

- Recognise the value of your customer information
 - It's an asset of the business
- Are you collecting the right information?
 - If not where can you get it?
- Implement a robust CRM strategy
 - ensure the whole business contributes and benefits
- Leverage your current technology

A Final Thought

***Directline Holidays survey 2012 concluded that:
Word of Mouth is the most
trusted recommendation
when it comes to booking
the right trip****

*E-tid 20-Aug-2012

A Final Thought

*Directline Holidays survey 2012 concluded that Word of Mouth is the most trusted recommendation when it comes to booking the right trip**

Travel companies have the ability to build and nurture advocates who will either perform actively or passively for the brand.

**E-tid 20-Aug-2012*

A Final Thought

*The survey also stated that
“almost a quarter of those
surveyed said they were not
influenced by anything”**

*E-tid 20-Aug-2012

A Final Thought

*The survey also stated that “almost a quarter of those surveyed said they were not influenced by anything”**

Can you risk your customers being left to their own devices?

Make sure they are influenced by their peers, by relevant propositions and a managed customer relationship that delivers real benefits

**E-tid 20-Aug-2012*

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Thank you

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