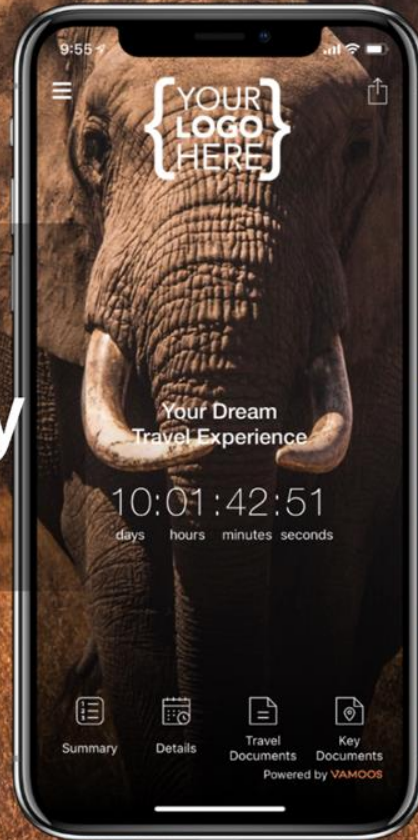


# Using technology to generate customer loyalty

Tony Bean, Vamoos







# Why we're here



Internal 2018  
research conducted

No loyalty research  
in the industry

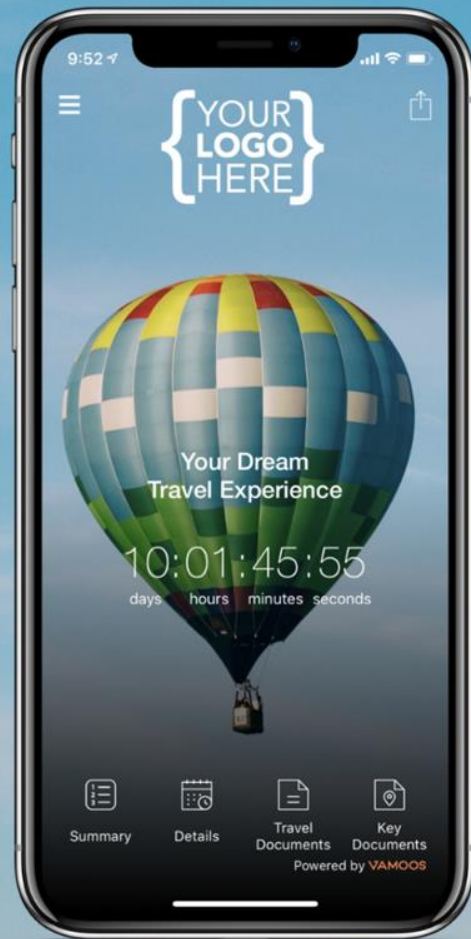


Loyalty rates have been  
improved by technology

Not yet released, you  
all get the first look!

# Findings

Loyalty before, during, and after trips



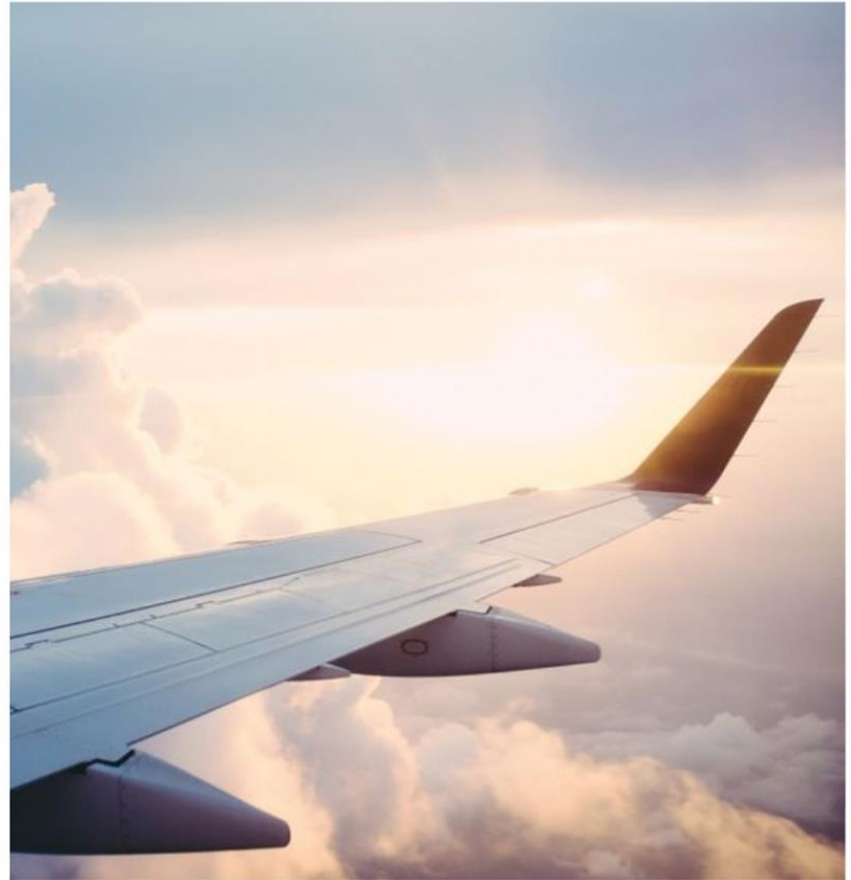
# Before a trip: Myth #1



After booking, clients will be content if they get all the information about their trip ASAP.

# But...

Clients want logistical information like what time their flight is and where they are going, but they also want support on the smaller things that cause the biggest stress.



# The reality is...



51%

Travel companies think the biggest worry clients have are factors that cannot be controlled, such as strikes and terrorism



44%

Clients worry that they have everything packed that they need



35%

Clients get stressed about getting to the airport

## During a trip: Myth #2



Travel companies should place a lot of importance on providing support throughout the holiday.

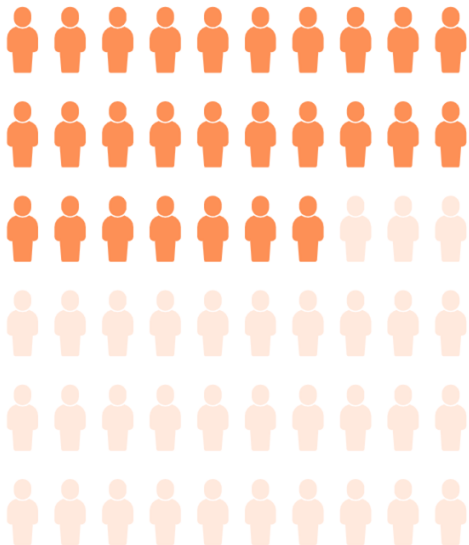
# But...

What clients actually want is for everything to be so well planned that it reduces the chance of things going wrong.



# The reality is...

44%



Information about the area

41%



Information about  
the accommodation

35%



Local points of interest

# And those added extras...

**51%**



Travel companies

**35%**



Clients

## After a trip: Myth #3



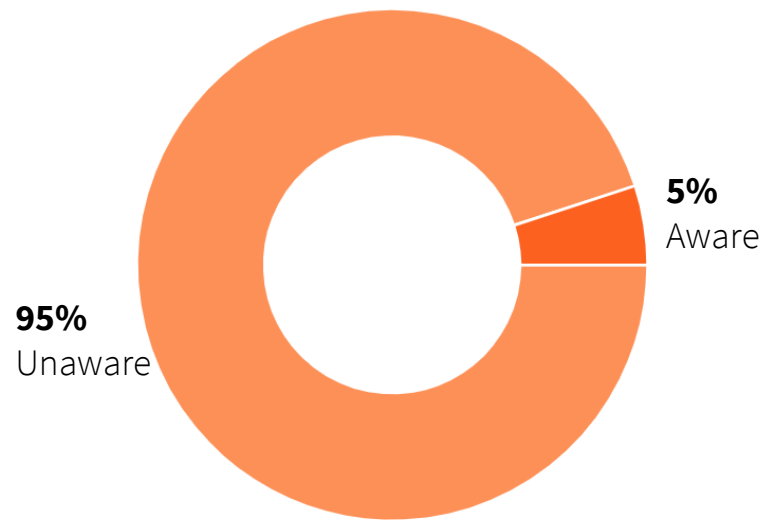
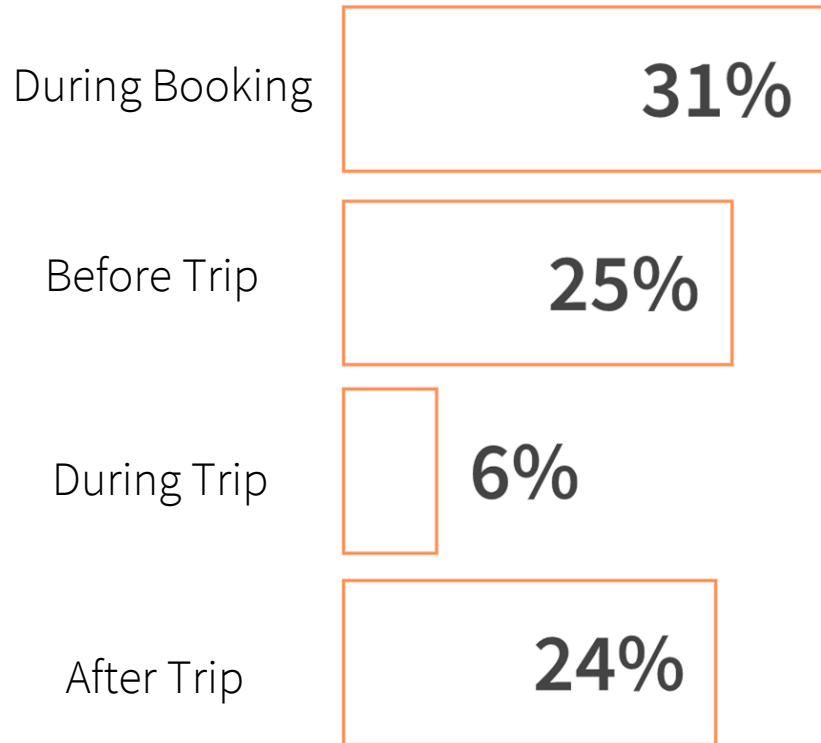
After a client has come back from their trip, they are relaxed and happy.

# But...

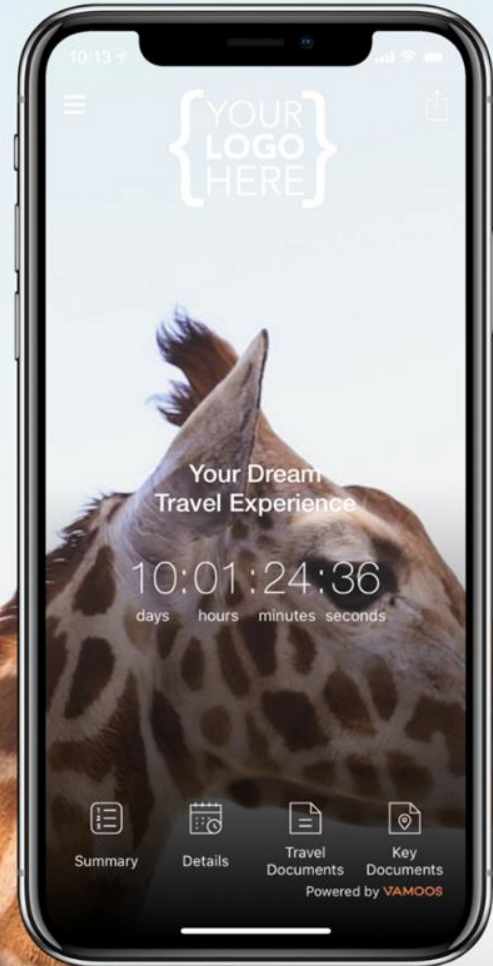
Although more people feel excited and relaxed after holiday, a big number of people still feel very stressed.



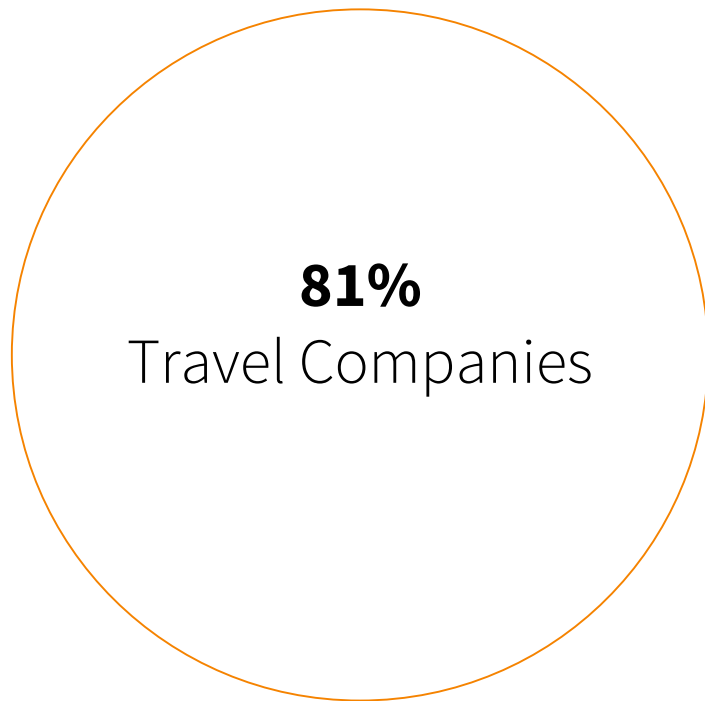
# The reality is...



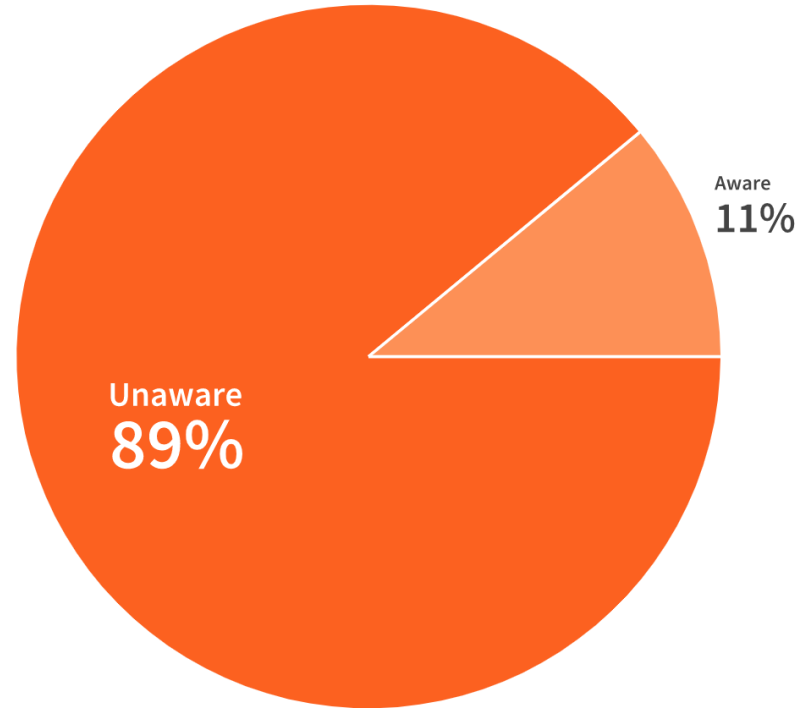
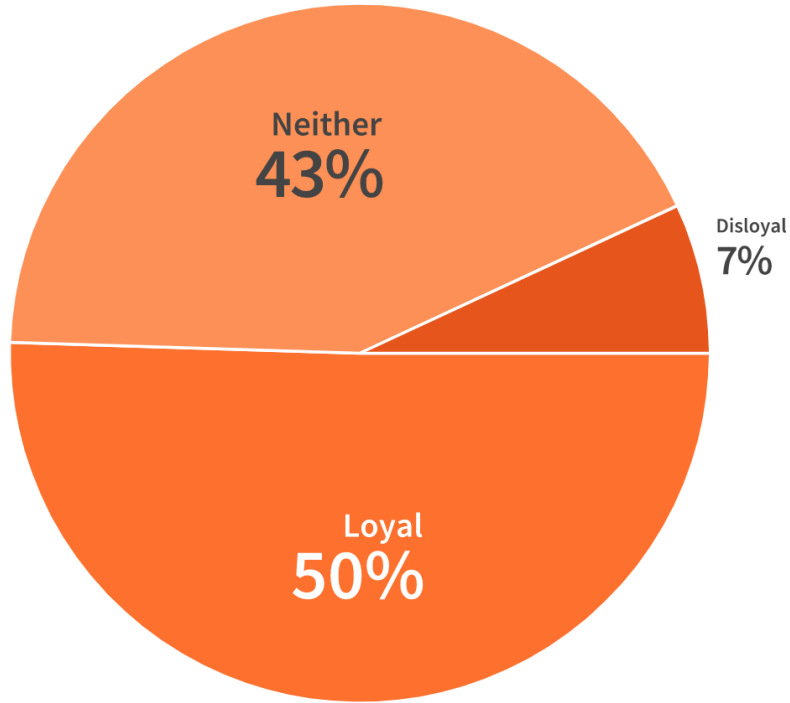
# Key findings



# Serious discrepancies



# Neither loyal nor disloyal



# Why they rebook

Experience and trip going to plan

**49%**

Easy to contact

**38%**

Providing info to  
look forward to trip

**37%**

# Takeaways

## The Emotional Journey

There is a lot to be learned from understanding the journey that customers go on through the whole process of a trip.

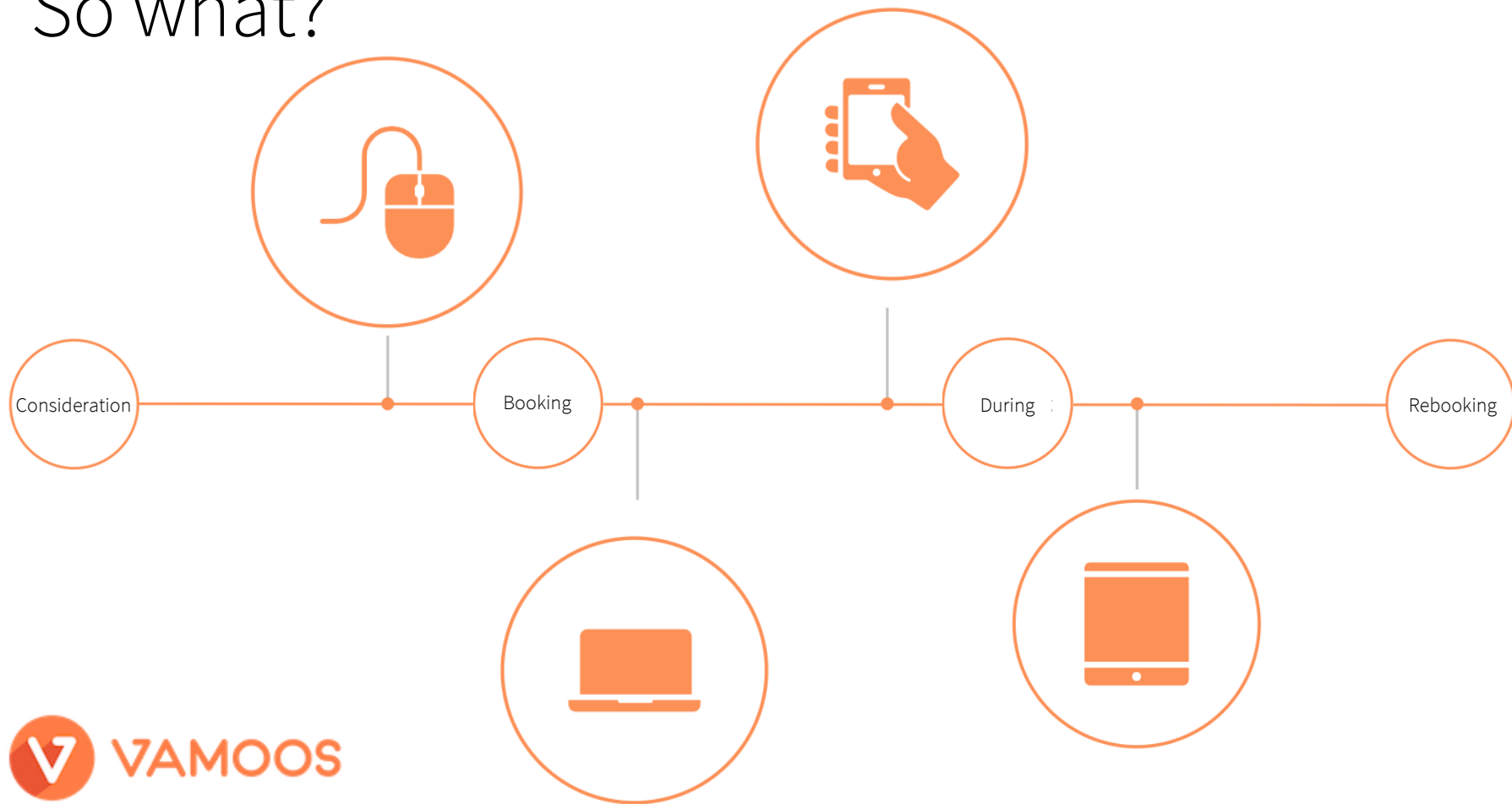
## Communications

Communicating at the right time in the journey with the right kind of messaging is key to encouraging loyalty.

## Detail is Key

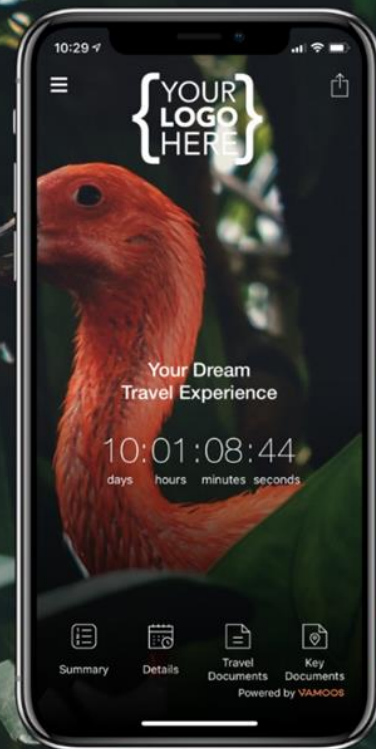
Focus on the smaller details which your clients stress about, and inspire them on their return home.

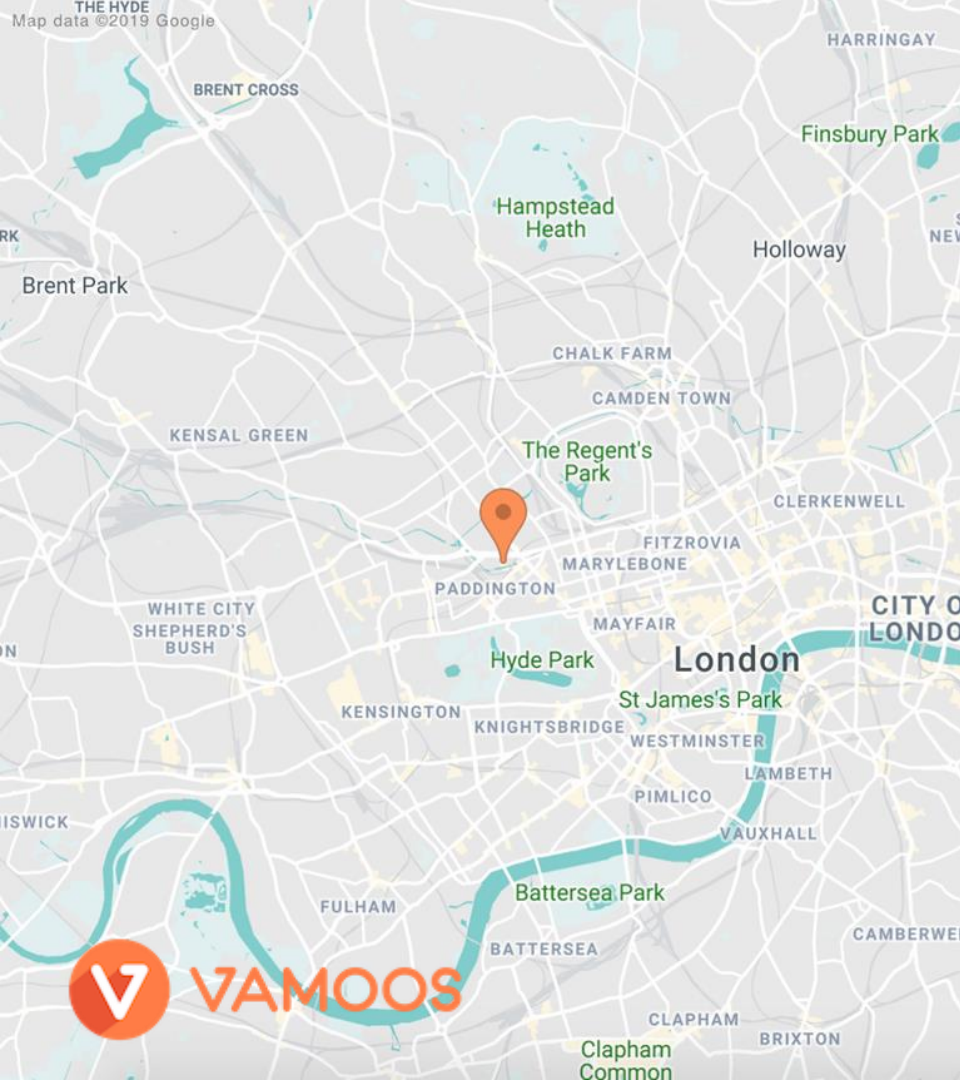
# So what?



# Thank you

Any questions?





# Contact Us

5 Merchant Square, Paddington, London, W2 1AY



[info@vamoos.com](mailto:info@vamoos.com)



[www.vamoos.com](http://www.vamoos.com)



0203 474 0512