PEGA®

Engage without borders

Personalization in travel and transportation

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Executive Foreword

Customer experience (CX) has become the primary differentiator in an industry desperate to protect profit margins, and a critical component of brand loyalty. No longer a curb-to-gate consideration, however, CX is something that crosses every channel, both physical and digital. Every customer interaction is now a tipping point – an opportunity to pull that individual closer or risk losing them forever. Executives who get this are beginning to realize a once-in-a-management-lifetime opportunity to not only deliver a superior traveler experience but also slash operational costs.

We've seen this work before. Google and Amazon customers happily click on ads and buy suggested products because the offers and recommendations are relevant to the context of their current search or shopping journey. Uber delivers a superior customer experience by integrating the online and offline worlds, passing customer context from a mobile app to a live driver. The result for all of these companies? Lower costs, higher revenues, happier customers.

Clearly, it is not as simple for travel and transportation organizations to revolutionize the traveler experience as it is for digital natives. Airlines and travel organizations must contend with higher customer expectations, complex operations supported by legacy IT, siloed channels, and highly variable human decisions made throughout the customer lifecycle. Oh, did I mention biometrics?

Some industry leaders, however, are succeeding with this endeavor. These winners are taking a business-backed and technology-enabled approach to transform experiences for customers as well as their agents and developers.

Pega is partnering with leading airlines and travel organizations to significantly improve experiences while driving superior revenue growth and cost savings. Pega's unique ability to make decisions and get work done is driving phenomenal results, including 40% higher net promoter scores, 300% increase in sales conversion, 15% productivity gains, and 20% reduction in average handle time.

I invite you to read about how Pega is partnering with world-class organizations to seize this inflection point and revolutionize the traveler experience. You can contact me at kenneth.benner@pega.com to learn more.

Kenneth Benner
Global Industry Leader

Air France-KLM turns travel disruptions into opportunities

- **Air France-KLM wanted its service agents and front-line staff to easily and proactively handle customer issues during travel disruptions**
- **The airline connected Pega with its legacy systems, creating the foundation for its customer intimacy goals**
- **The system has boosted crew/agent productivity and increased net promoter scores**

The business issue

Air France-KLM is at the forefront of creating the best possible experience for its 100 million passengers across 318 destinations worldwide. But while the airline's goal is to provide a smooth passenger journey from booking to returning home, disruptions can happen: flights get delayed, baggage gets lost.

Air France-KLM sees these events as moments of truth for its business, where its superior customer service can shine. To support those goals, it needed a solution that enabled service agents and front-desk staff to proactively serve customers at their moment of need.

It was a tall order. Air France-KLM needed a tool that was ready to use but also flexible and easy to implement changes when the business required them.

The solution

Like many airlines, Air France-KLM has a complex ecosystem, with many legacy systems. Rip-and-replace was not possible. The only path forward was to connect all the legacy systems between both KLM and Air France.

The airline built a solution based on Pega that forms the heart of its customer intimacy strategy. By connecting all the dots, the system boosts agent productivity, enabling agents to spend more time on customer interactions and resolving complex service cases.

Air France-KLM has connected numerous internal systems to Pega and in the final phase was able to phase out their legacy system and now use iCare exclusively. The system consistently measures agent performance and enables fully automated self-service for passengers. The system leverages Pega's artificial intelligence to provide agents with the right next best actions to deliver to passengers to achieve the highest customer satisfaction while balancing the needs of the business.

The results

- **Increased productivity 15% for 1,000 agents**
- **Enabled proactive service**
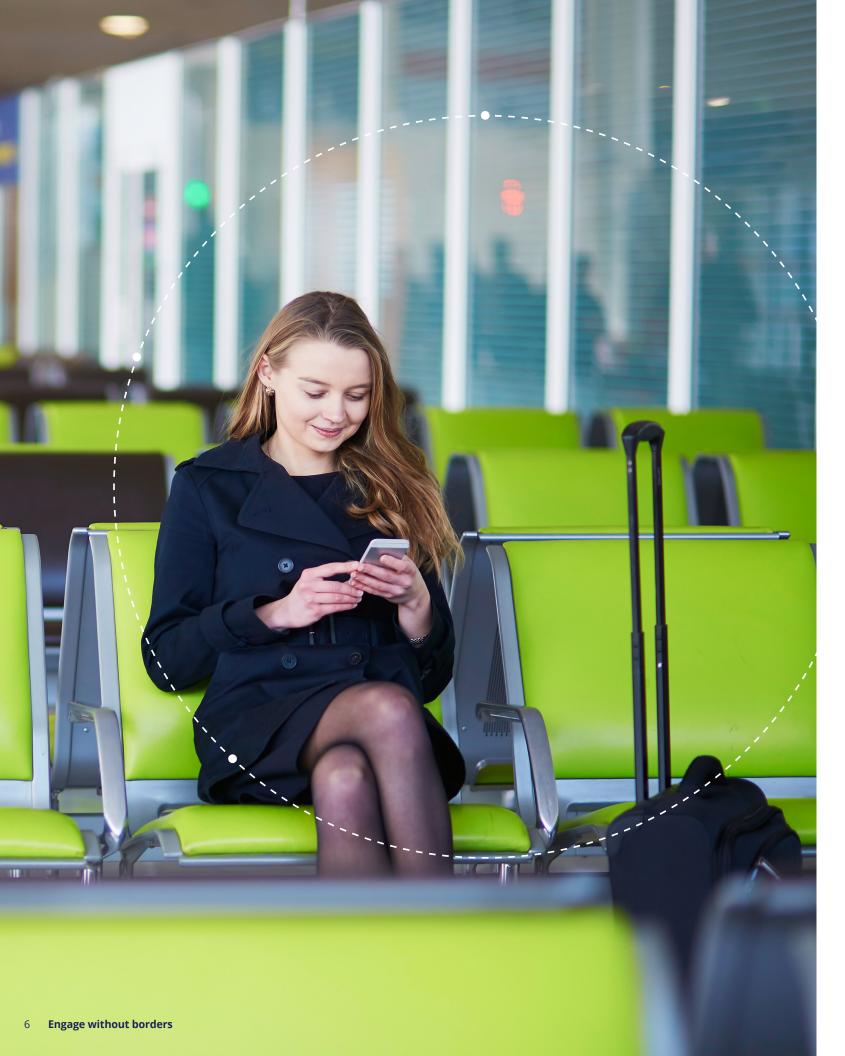- **Built a foundation for self-service and next best actions**

> *This is a key moment to turn them into happy customers and promoters. All our frontline staff can serve them right away, give them compensation or vouchers, and offer the best services they can.*

Alexis Corbasson,
Head of Customer Care,
Air France-KLM

![transavia logo]

Transavia delivers a trip to remember with Pega Customer Service

- **To deliver memorable customer experiences, Transavia employees needed to understand customer needs across touchpoints**

- **Using Pega CRM, the airline developed a platform that delivers a 360-degree real-time view of the passenger**

- **Employees are able to recognize individuals' needs before, during, and after their time on board and provide passengers with contextual, personal service**

The business issue

For more than 50 years, Transavia has been "The Netherlands' friendly airline." To sustain its competitive positioning, the airline couldn't merely be a low-cost service provider; it also had to provide an end-to-end customer experience superior to its largest competitors around the world.

To deliver on this strategic objective, Transavia needed an intelligent interaction platform to break down organizational silos and sufficiently equip employees at all customer touchpoints to make smart decisions based on relevant data.

The solution

Using Pega customer service, Transavia built a customer interaction platform that arms employees with critical customer data. Airline staff can now offer relevant products and service throughout the entire customer journey.

Pega provides a 360-degree, real-time view of the passenger, which empowers staff members to recognize individuals' needs before and after their time onboard. By providing memorable experiences to its passengers, Transavia has now gained a distinct competitive advantage.

The results

- **Delivered a single source of truth for passenger, flight, and employee data**
- **Provided each passenger with a contextual, consistent experience**
- **Empowered all employees to function as front-office employees**
- **Eliminated the concept of the back office**

> "
> *The interaction platform turns all employees into front-office employees, working for one idea: improving the customer journey and creating memorable experiences in whatever function they have.*
>
> **Mattijs ten Brink,**
> Managing Director – Chairman, Transavia

Airline giant uses data to do what's best for the customer

- **A global North American airline wanted agents to make the best decisions and offers for both customers and the business**

- **Using Pega's Customer Decision Hub, the airline can now drive next best actions and offers across channels, and continuously learn from customer and agent behavior**

- **The solution has increased the acceptance of ancillary offers and improved agent productivity**

The business issue

At a world-leading North American airline, the goal was to make each interaction with its millions of customers personal and "in the moment."

The airline wanted to grow revenue, increase ancillary purchases, reduce time to market for new products, improve customer experience, and increase customer satisfaction via highly targeted marketing. It also wanted to enable employees to do what's right for the customer while balancing the needs of the business.

In the call center, agents had to navigate multiple screens and data silos to respond to customer requests, which lengthened call times and lowered productivity. Because there was no single source of truth for customer data, agent responses were subjective and not fully informed.
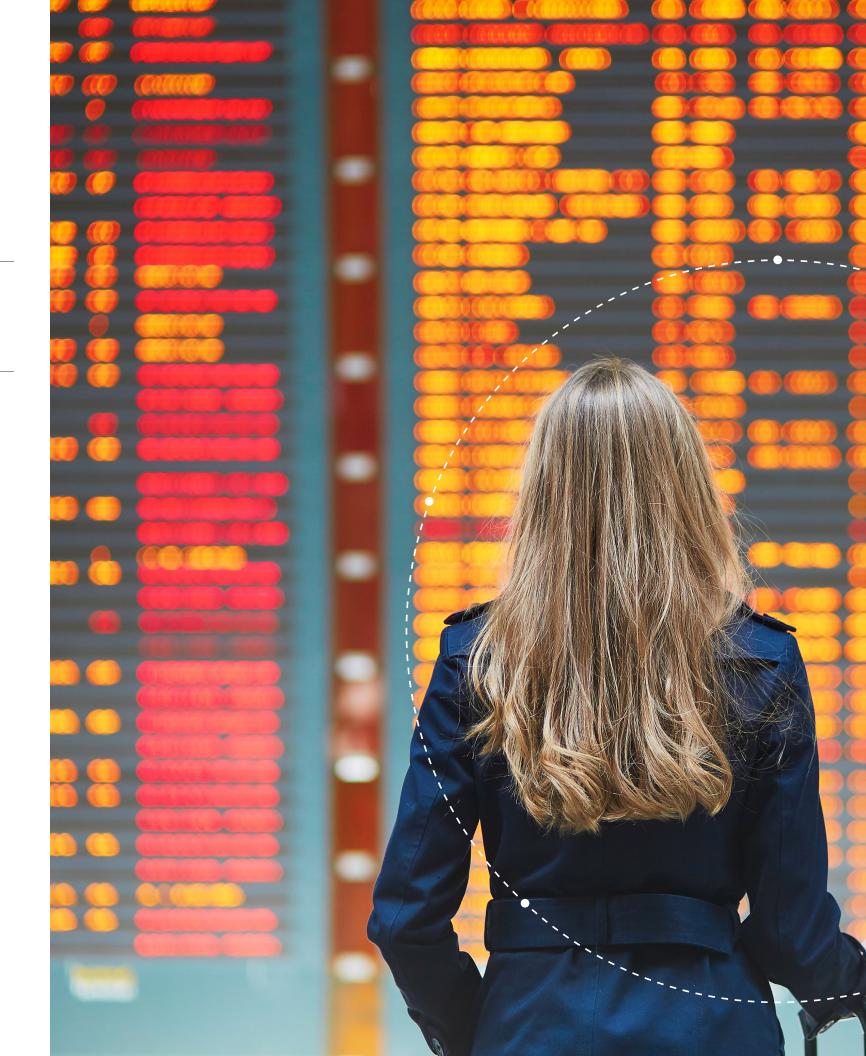
The solution

While airlines have large amounts of customer data, most find it difficult to use in realtime. With Pega, however, the airline is now able to access all of its customer data and validate the right offer to provide each customer in realtime.
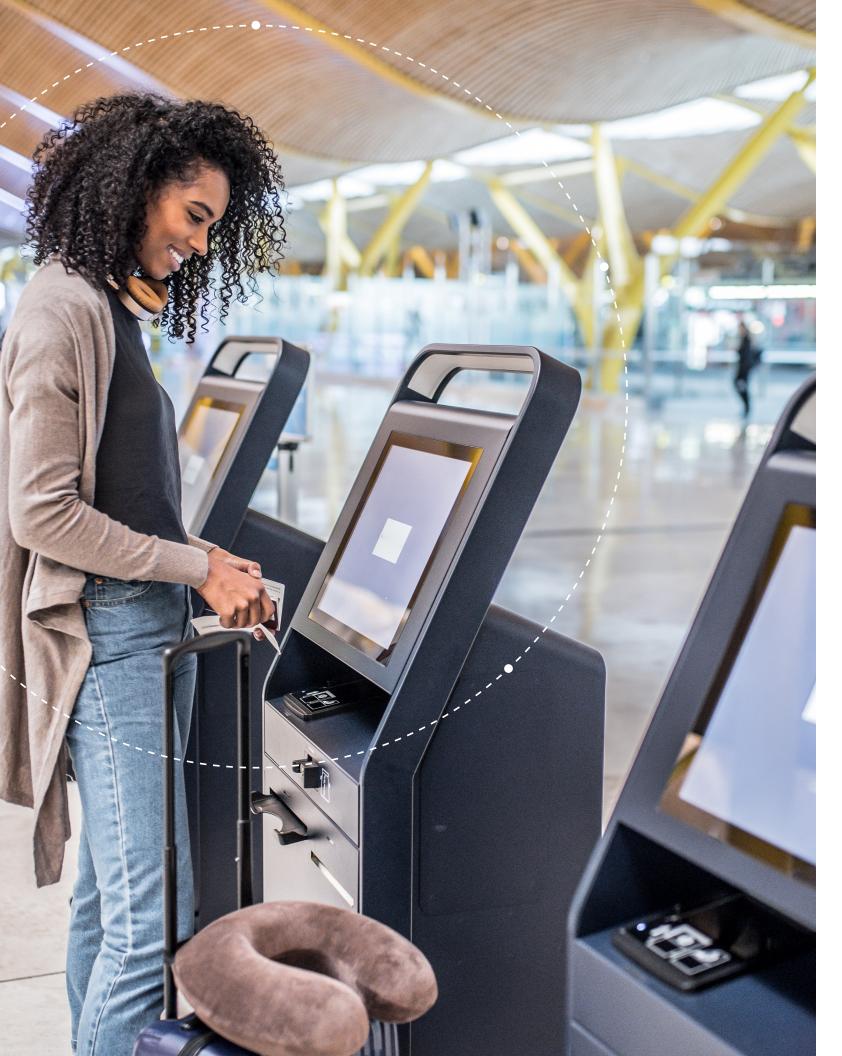
The initial phase of the solution enables agents to provide personalized, relevant, and timely offers to customers by email and on the website. The next phase will deliver a completely channel-less experience for customers.

Using Pega's Customer Decision Hub, the airline can now drive next best actions and offers across channels. It can also leverage adaptive models to continuously learn from customer and agent behavior. Because the solution is seamlessly integrated with the existing IT infrastructure, there's been no disruption to agent performance.

The results

- **Established a 360-degree customer view that aligns customer needs with product/service offers**

- **Enabled the business to maintain control over all offers**

- **Increased acceptance of ancillary offers**

- **Created automated follow-up activities to ensure quick responses**

AirEuropa

Air Europa makes it all about the passenger and positive engagement

- Facing new low-cost competitors, Air Europa needed to focus on the passenger experience

- With Pega's platform, agents can now understand and respond to customer needs in real time, from alternative flight arrangements to compensations

- Air Europa is meeting their goals of increasing customer satisfaction and loyalty program enrollment

The business issue

Founded in 1986, Air Europa is one of Spain's largest airlines, serving around 12 million passengers per year.

In addition to operating in a mature and complex market, Air Europa was facing a new set of competitors: low-cost airlines. To differentiate itself from the competition, the airline realized it needed to compete on the basis of the passenger experience.

But siloed systems, incomplete and inaccurate customer profiles, and a lack of best-practice guidance for call center agents was resulting in inconsistent and unpredictable engagements.

The solution

Air Europa chose Pega as its single platform to unify every step of the passenger journey, from bookings to baggage claims. With Pega, Air Europa is transforming its core processes, such as overbooking and claims. It's also creating a 360-degree customer view and providing next-best-action recommendations to service agents.

Agents can now react to every passenger in real time, offering solutions such as alternative flights orcompensations. As a result, Air Europa is achieving its goals of increasing customer satisfaction and growing loyalty program enrollment.

With a single view of the traveler, Air Europa is ready to personalize customer engagements through multiple channels with contextual and personalized offers for ancillaries and tailored destinations.

The results

- Improved operational and process efficiency
- Reduced IT cost and time to market
- Clear, personalized, and contextual communications
- Consistent experience across channels
- Customer queries resolved quickly and efficiently

" *Our world revolves around our customers. To be able to identify, personalize, and manage all our interactions, for all of our passengers, from one platform is truly transformational.*

Sandra Lenis,
Director of Products
& Customers,
Air Europa

British Airways gets personal with millions of customers

- **British Airways wanted to design personalized interactions for its millions of customers, based on their real-time needs**
- **To do this, the airline needed to centralize its cross-channel customer data and create a single customer view.**
- **Using Pega's next-best-action capabilities, BA now delivers omnichannel personalized experiences across its website, email, mobile, the call-center, and onboard the aircraft.**

The business issue

The world is becoming more interconnected every day. Today's customers expect personalized experiences and proactive service from brands.

British Airways understands this. As a global airline, it has put personalization at the heart of its business strategy. But personalization can be challenging due to siloed data in the customer engagement channels. It requires not only the technology to harness and utilize customer data but also organizational alignment across teams and channels.

The question remained: How could British Airways take 400 million customer interactions per year and personalize them?

The solution

Personalization is next to impossible when channels are siloed, each with its own data and business objectives. In order to create a unified customer experience across all channels, customer data needed to be centralized.

Partnering with Pega, British Airways started on its personalization journey by building a single customer view.

By investing in Pega's next-best-action technology, British Airways now delivers truly omnichannel personalized experiences, including the website, email, mobile, the call center, and onboard the aircraft.

The results

- **Established a single customer view**
- **Moved from creating offers based on commercial need to designing personalized interactions based on customer need**
- **Ability to uniquely identify over 100 million customers and personalize communication to over 50 million of them**

> *We needed to move from creating offers based on commercial need, to designing personalized interactions based on customer need – really moving to an always-on customer conversation.*

Jenny Lake,
Global Customer Strategy and Communications Manager, British Airways

Travel giant asks: why meet customer needs when you can exceed them?

- A global travel services provider wanted to leverage Pega technology to exceed travelers' service expectations

- Working with Pega, the company created a consumer-grade omnichannel travel experience that enables agents to quickly meet customer needs

- The solution has reduced average handle time, increased first call resolution, boosted agent productivity, and increased net promoter scores

The business issue

At this world-leading digital travel management company, travel counselors speak with over 300,000 people on the phone per week, answer two million emails a month, and process two transactions every second. As a fast-growing global organization, however, the company faced many business challenges, including siloed applications, inconsistent user and client experiences, lengthy travel coordinator training, inefficient processes, and increased competition.

The company recognized the need to provide better and more consistent service to clients and travelers, as well as a more intuitive solution for employees. The company also saw an opportunity to leverage Pega to exceed travelers' service expectations, from investigating travel-related costs to the reservation and travel process itself.

The solution

To adapt to new customer expectations and dynamics, the travel giant worked with Pega to enable a consumer-grade omnichannel travel experience, easy-to-use customer solutions, and best-in-market hotel and travel offerings.

In this first phase of the new customer experience solution, Pega is helping agents improve response times and dedicate more time to servicing customers. The system has been rolled out to 10,000 travel services counselors in seven countries and is integrated with the traveler and client systems of record.

The travel services provider is leveraging enhanced natural language processing in its inbound email to more quickly and accurately identify customer needs.

The results

- **Reduced average handle time by 88 seconds per call, resulting in $200 million in annual savings**

- **Reduced annual training costs by $27 million**

- **Improved first call resolution, resulting in $50 million in annual savings**

- **Reduced counselor training time**

- **Improved counselor efficiency, enabling higher capacity without adding staff**

- **Increased net promoter scores**

- **Eased access to global distribution systems**

- **Reduced inbound calls to the contact center**

- **Consolidated channel experiences into a seamless, unified experience**

PEGA

About Pegasystems

We are Pegasystems, the leader in software for customer engagement and operational excellence. Our adaptive, cloud-architected software – built on the unified Pega Platform™ – empowers people to rapidly deploy and easily change applications to meet strategic business needs. Over our 35-year history, we've delivered award-winning capabilities in CRM and digital process automation (DPA), powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough business results.

For more information, please visit us at **pega.com**