Bridging the Personalization Gap
Personalization is not new… It is about recognition & tailored response
Personalization has more variables in the world we live in…

Personalization \(=\) Recognition
- Speed
- Accuracy
- Omni-Presence
- Scale
- \((-\) Creepy

Sources of Competitive Advantage

is an expectation
Today, it's about **Speed, Accuracy, Omni-presence, Scale** minus Creepy
We conducted a study… The State of Personalization

Companies aren’t investing in personalization as they should to meet consumer expectations.

- **74%** of customers believe personalized promotions would encourage them to purchase products they’ve never purchased before.
- **Only 28%** decision makers are investing in personalization, even though it has improved their online sales over the past 12 months for the majority.
- **2X** more consumers will be using a mobile app to make purchases in three years (from 6% in 2016, to 15% in 2018).

Source: 2016-17 Mindtree Global Study
Journey to Get Personal with Consumers

Business Capability

Data Integration
- Analytics
  - Unification
- Segmentation
- Deterministic
- Predictive
- Prescriptive

Business Benefits
- Just in time, high precision recommendations
- Discovery of high-value micro-segments
- Seamless Omni-channel experience
- Higher customer satisfaction, retention & conversions
- Increased relevance
- Democratization of data

Relationship Maturity

Anonymous Customers
- Identified: Linked Across Systems
- Recognized: Known Behavior
- Contextualized: Mapped & Engaged

Profile
Persona
Contextually Aware

One Campaign to Many Consumers
Targeted Campaign to Few Consumers
Personalized Campaign
Travel is Evolving into a Connected Experience

Alice is an avid traveler for both business and for leisure. Imagine the seamless travel experience that an airline can provide for a connected traveler like Alice...

The possibilities are boundless!
Connected Traveler – A Framework For Travel

**Channels**
- Web
- Mobile
- Email
- Call center
- Social
- B2B
- Chat / Voice
- Other Applications

**Services**
- SVC
- LTV / Score
- Content Syndication
- SVR
- Merch
- Dashboard
- Offers, promotions, notifications etc.

**Processing**
- NLP / Speech
- C360 Store
- Recommendation Engine
- Rule Engine
- Identity Stitching
- Campaign Mgmt
- CMS

**Ingestion**
- Batch Data
- Streaming Data
- Travel Specific Data
- Staging
- EDW
- Ops
- DB

**Source**
- 1st Party
- 3rd Party
- B2B
- IoT
- Internal Systems
- Consumer Touchpoints

**BEING RELEVANT**
- Content
  - Appropriate
- Personalized
  - Based on preferences & persona
- Timely
  - Tied to action or event
- Location
  - Drives content
- Control
  - Opt in
- Context
  - Tied to action

**Digitization**
- Digital Marketing
- Passenger Processes
  - Digital Journey
  - Inflight experience
  - Self Service
- Internal processes
  - Smart Airline

**Data**
- Customer 360
- Funnel analytics
- Personalization & offers
- Social targeting & loyalty
- Real time alerts

**Connectivity**
- Systems connectivity
- Employee connectivity
- Connectivity of Things
  - Aircraft
  - Ground fleet
  - Assets
<table>
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<tr>
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<th>Essential Building Blocks for Personalizing Consumer Engagement</th>
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<tbody>
<tr>
<td>1</td>
<td>Fine-grained understanding of consumer personas</td>
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<tr>
<td>2</td>
<td>Analytics capabilities (or the right partner to enable it)</td>
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<tr>
<td>3</td>
<td>Integrated campaign / offer execution capabilities</td>
</tr>
<tr>
<td>4</td>
<td>A code of honor for dealing with consumer data</td>
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</tbody>
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Building Blocks for Delivering Personalization

- Multi-device Customer Interaction Channels
  - Content Management System (Owned media)
  - Campaign Management
  - Ad-tech Ecosystem (Paid Media)
  - Customer Identity and Access Management
  - APIs for Authentication & Authorization Services

- Consumer Experience
  - Offers and Recommendations
  - Customer Context
  - Customer Persona

- Big Data
  - Segmentation and Analytics
  - Enriched Customer Persona
    - Identity, Profile Attributes, Derived Attributes, Interactions
  - Internal Data
  - External Data
  - DMP
  - Consumer Experience
  - Big Data

- Consumer Experience
  - Big Data
## Enterprise Wide Single View of Customer for a Large International Airline

A leading airline partnered with Mindtree to build a **single, reliable real-time data platform** enabling a single view of customer across the enterprise enabling a superior customer experience.

<table>
<thead>
<tr>
<th>CHALLENGE</th>
<th>SOLUTION</th>
<th>ESTIMATED OUTCOME</th>
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<tbody>
<tr>
<td>Create a single unified view of the customer, for various systems within the enterprise, and enable the ability to locate passenger records from a single passenger attribute.</td>
<td>Built a data platform, by integrating passenger data across multiple systems. Delivered an enterprise data lake on Hadoop. Transforming data into unique set of attributes to track passenger footprint. Enabling seamless interaction with various systems by creating a ‘Unique identifier’.</td>
<td>Enable marketing to drive focused, personalized campaigns &amp; loyalty programs leading to revenue growth. Enable global contact center to manage disruptions to enhance customer experience. Bring back high net worth customers. Boost sales with real-time pricing updates.</td>
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Large hotel chain personalizes consumer interactions across brands, channels and devices

Mindtree partnered with a hospitality giant to integrate customer data across multiple sources and to personalize offers for hotel guests using unbundled inventory, leveraging a 360 degree view of its guests.

**CHALLENGE**
Deliver personalized experiences to all guests by identifying them and leveraging intelligence derived from their behavior.

**SOLUTION**
- Core consumer profile created
- Implemented consumer authentication against universal guest identity
- Delivered robust consumer identity and access management

**ESTIMATED OUTCOME**
- Improved campaign effectiveness and ROI (6-8% growth in online revenue)
- Increased revenue margin with accurate, targeted cross sell/upsell
- Recognize a guest as an individual at every touch point
It’s Time to Get Personal.

Contact Mindtree to learn how we can help
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Source: presentation of Adnan Saulat, Mindtree at the 2017 SITA Air Transport IT Summit, Brussels.