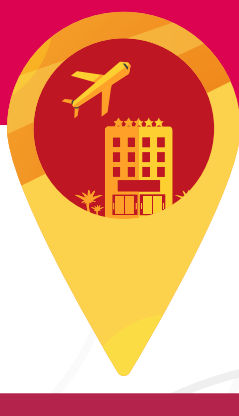


WINNING IN THE AGE OF PERSONALIZATION

A Global Study on Travel and Hospitality by Mindtree



Today's travelers are impatient and demanding. But a new study by Mindtree indicates they are also optimistic. This study reveals that travel and hospitality customers believe they will reach their "ideal" mix of online vs. offline commerce within 3 years.

ARE TRAVEL AND HOSPITALITY COMPANIES READY TO SATISFY THIS OPTIMISM? THAT DEPENDS IF YOU SHARE THEIR OPTIMISM.



56%

of travel and hospitality decision-makers surveyed believe they are pioneers in adopting or investing in digital technologies.

OPTIMIST

This shows that most companies are in transformation mode, seeking to serve customers rather than just selling to them. And they are no longer waiting for a clear leader to follow.



PESSIMIST

The survey also found a mismatch between what consumers want from online channels vs. what companies are investing in. A large percentage could be investing improperly.

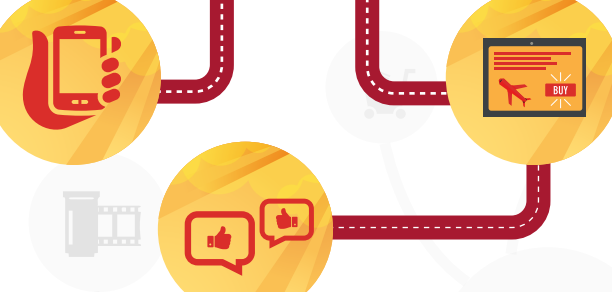


78%

of customers believe personalized promotions would encourage them to purchase relevant products they've never purchased before.

OPTIMIST

Personalization presents clear opportunities for cross-selling and up-selling.



PESSIMIST

Only 25%

of customers today see personalization as a website/app feature that improves their online purchasing experience, so they don't fully understand the value.

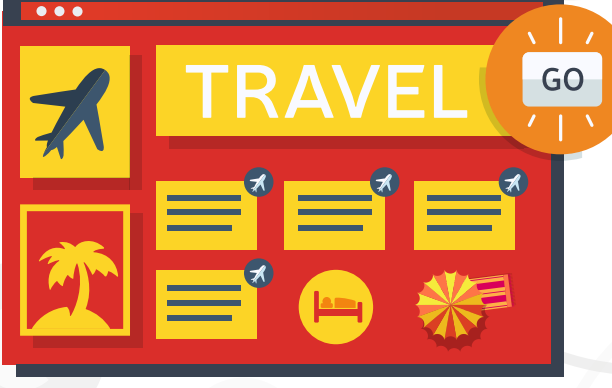


92%

of companies believe personalized promotions will lead shoppers to buy relevant products they've never purchased before.

OPTIMIST

Companies and travelers see eye-to-eye on this matter.

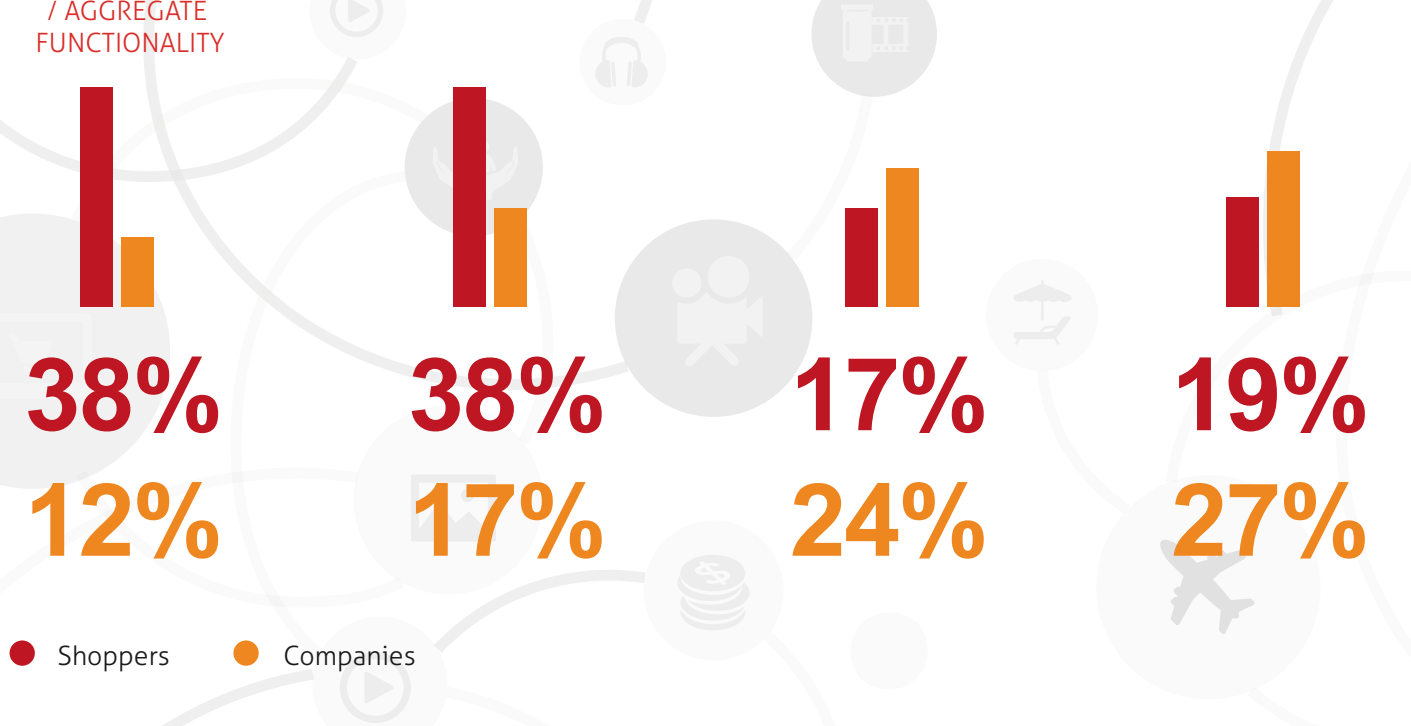


PESSIMIST

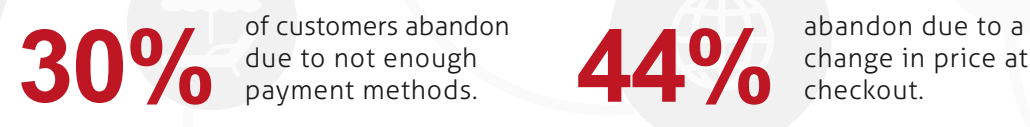
Only 26%

of the decision makers surveyed confirmed that their organizations are investing in personalization to improve the online purchasing experience.

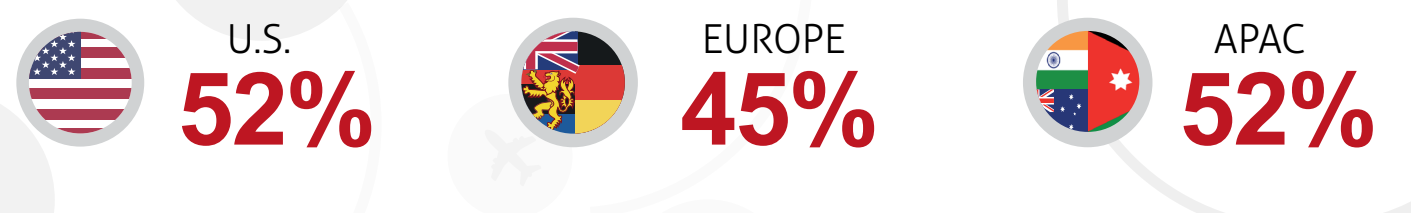
At least customers and companies both agree that personalization works. But if customers aren't asking for personalization, and if companies aren't investing in it, how do shoppers' wish lists match up with companies' development roadmaps? There were some notable mismatches:



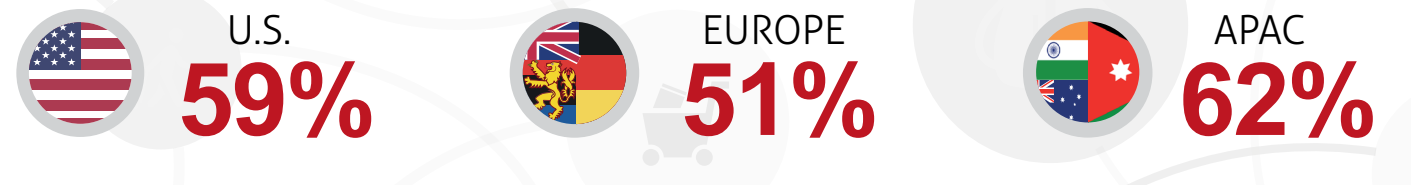
Companies investing in list-making and payment-related solutions may be concerned about shopping cart abandonment, but the study reveals that abandonment is not a technical or functional issue.



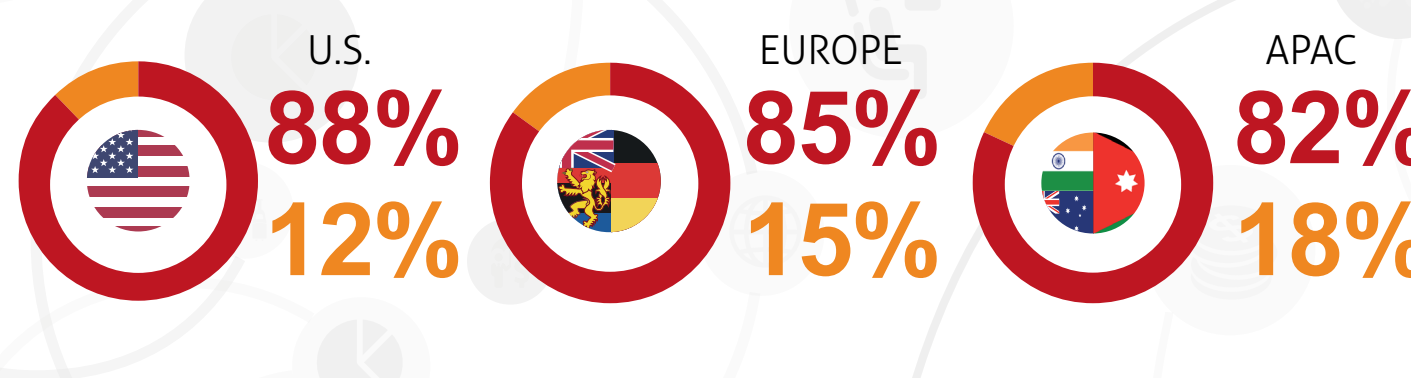
This is exactly the kind of thing that can lead to a customer posting a negative online review. A poor purchasing experience led to a negative online review for a large percentage of shoppers across all of the regions surveyed:



The good news is that a positive purchasing experience is also likely to lead to shoppers posting a positive online review, across all regions:



There were regional differences, however, such as what the "ideal" mix of online vs. offline shopping is:



One of the biggest areas of change toward that ideal mix in the next three years will be the use of mobile apps as primary channel for shopping.

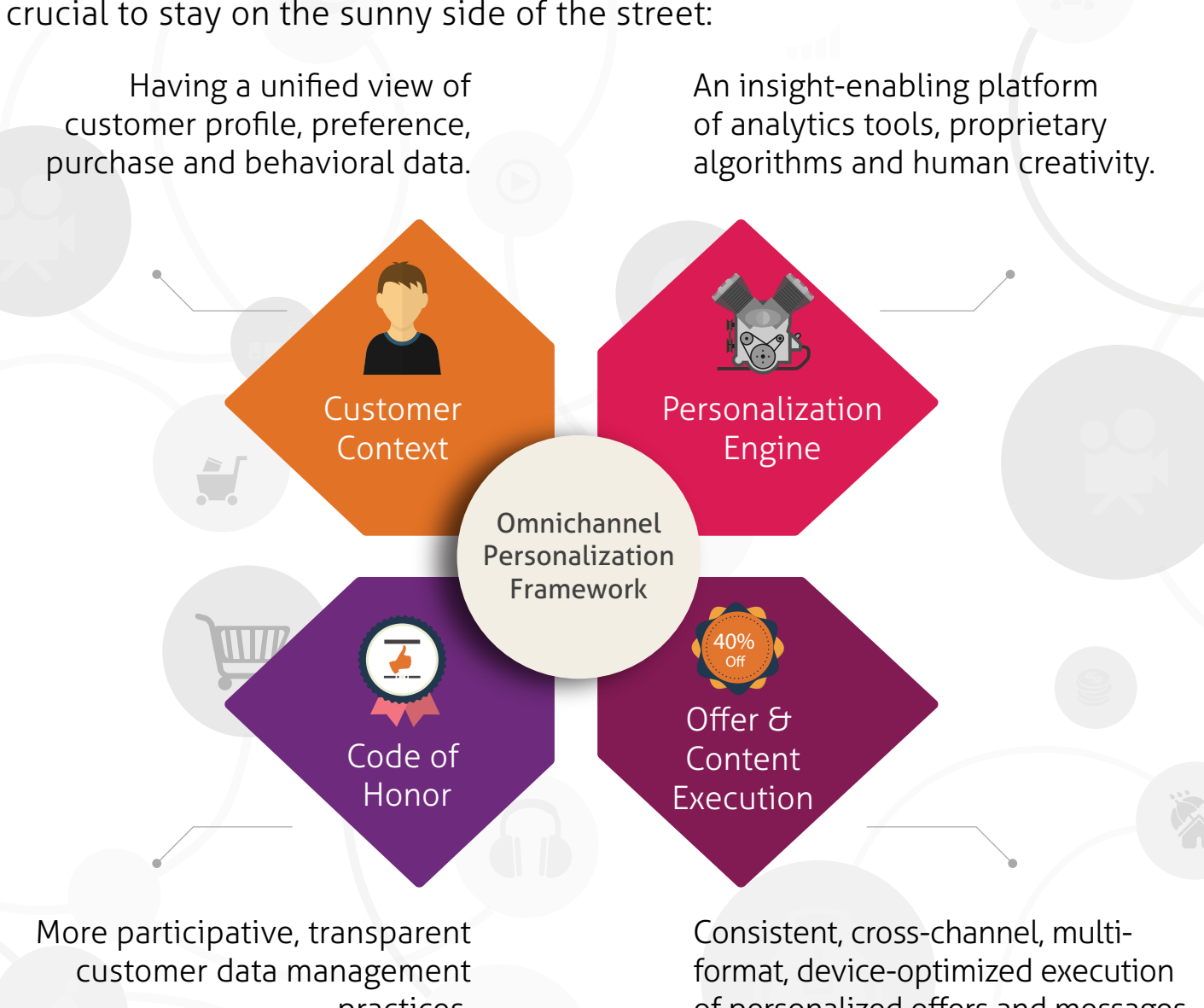
It is set to almost triple, from **6% to 15%** of shoppers using a mobile app to make purchases—a great opportunity for travel and hospitality companies.

And if personalization is key to reaching the ideal state of shopping, companies will need comprehensive data sets.

The good news is that **30%** of companies already share customer data with other companies, and **57%** say they plan to.

ARE YOU AN OPTIMIST OR A PESSIMIST ?

At Mindtree, we like to think we are eternal optimists. But while the blueprint is there, and personalization is the key, there are four cornerstones that are crucial to stay on the sunny side of the street:



LEARN MORE ABOUT WINNING OVER THE CONNECTED TRAVELER

Download the Global Retail Report.

Sign up for a personalization readiness assessment.

About the Study

In the fall of 2015, Mindtree commissioned independent market research firm Vanson Bourne to survey 180 buyers from travel and hospitality industries. In addition, Mindtree also surveyed over 3,300 travelers. The regions/countries where the interviews were conducted included the U.S., Europe (U.K., Germany, Benelux), and APAC (Australia, New Zealand, India, China). Respondents from the organizations that were interviewed had at least 2,000 employees.