Traveler 360 Data Platform for Airlines

Personalize and improve the customer experience by identifying known and unknown travelers across all channels. Utilize customer interaction activity across all channels to execute offers and campaigns that deliver high return on investment (ROI).

Airline companies often rely on a single vendor solution such as a Customer Data Platform (CDP) and/or Master Data Management (MDM) platform to build a traveler 360° view that leaves gaps in capability, creates data silos, and prevents them from having a full view of their guests and activity across all channels. This architecture aims to leverage the best capabilities from CDP and MDM to build a true traveler 360 data platform, provide unfettered access to business users and data scientists, and operationalize traveler insights by making them available as services and business events. This reference architecture builds upon Personalization using AI/ML for Airlines and extends personalization to known and anonymous customers by leveraging CDPs.

1. Use MDM tools to create a unified traveler profile that can identify loyalty members and travelers based on addressable attributes provided during stays and loyalty signup.

2. CDP client side components uses tag management, and first-party cookies to collect activity on web and mobile channels. Optionally, use third-party cookies and mobile device IDs to augment activity.

3. CDP server side components collect activity and identify anonymous users that the activity can be attributed to. This identity can be augmented by adding first-party loyalty and master traveler data to identify known and anonymous travelers.

4. All traveler activity including loyalty, reservations, check-ins, purchases, marketing interactions, web and mobile interactions, and call center interactions are processed and curated in the data lake. Insights can be derived from this data lake and used to create outbound campaigns, inbound campaigns on web and mobile, and acquisition campaigns.

5. Traveler 360 microservices and business events personalize the traveler offers and experience. Optionally, use CDP platforms to share anonymous traveler and prospect attributes with select partners to get the full view of the traveler across the partner network.