

AWS re:Invent

NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV



TRV302

How to successfully create a 360-degree view of travelers and guests

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Agenda

What is the need for a customer 360 profile

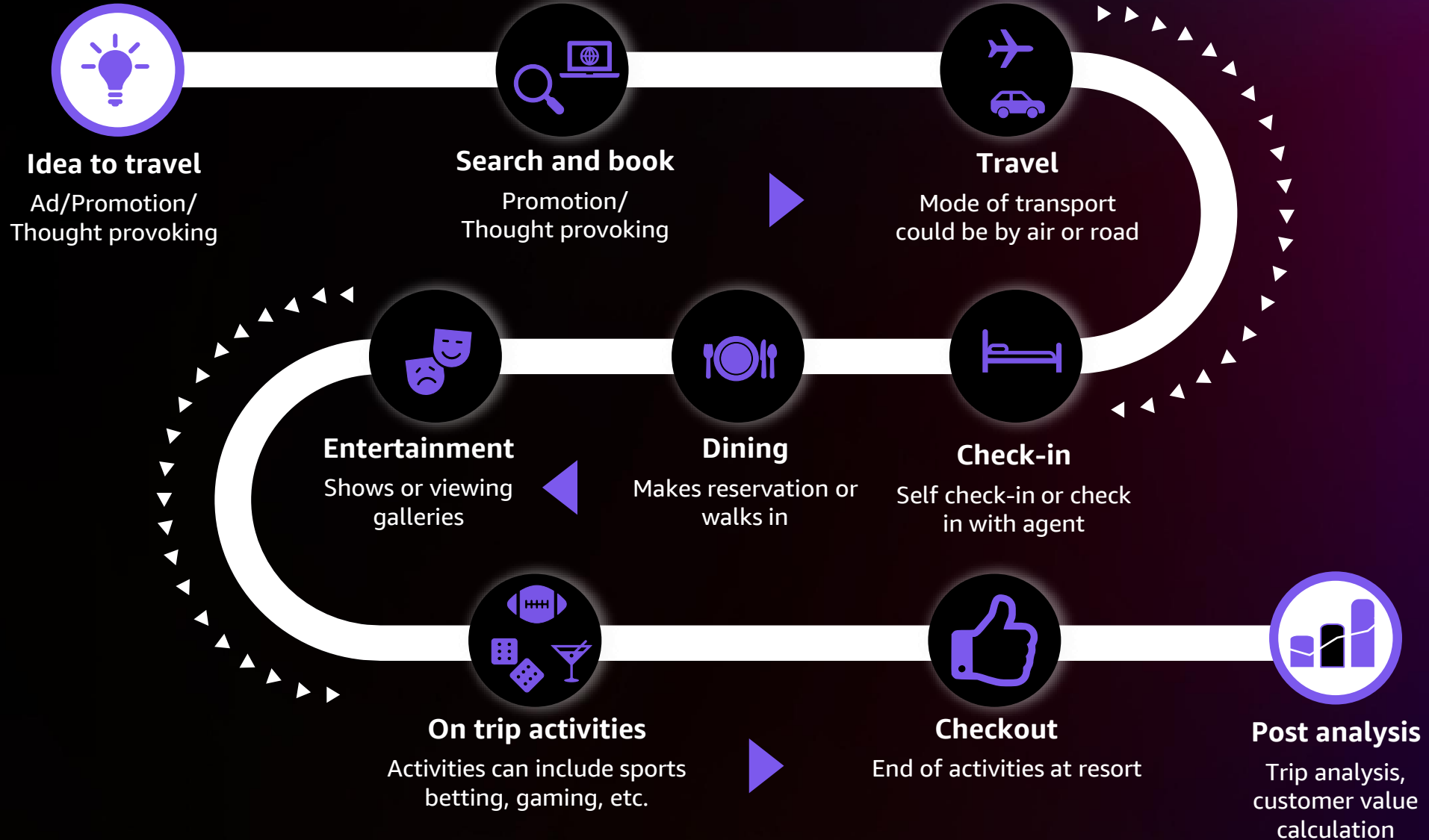
What is a customer 360 profile

How do we build it

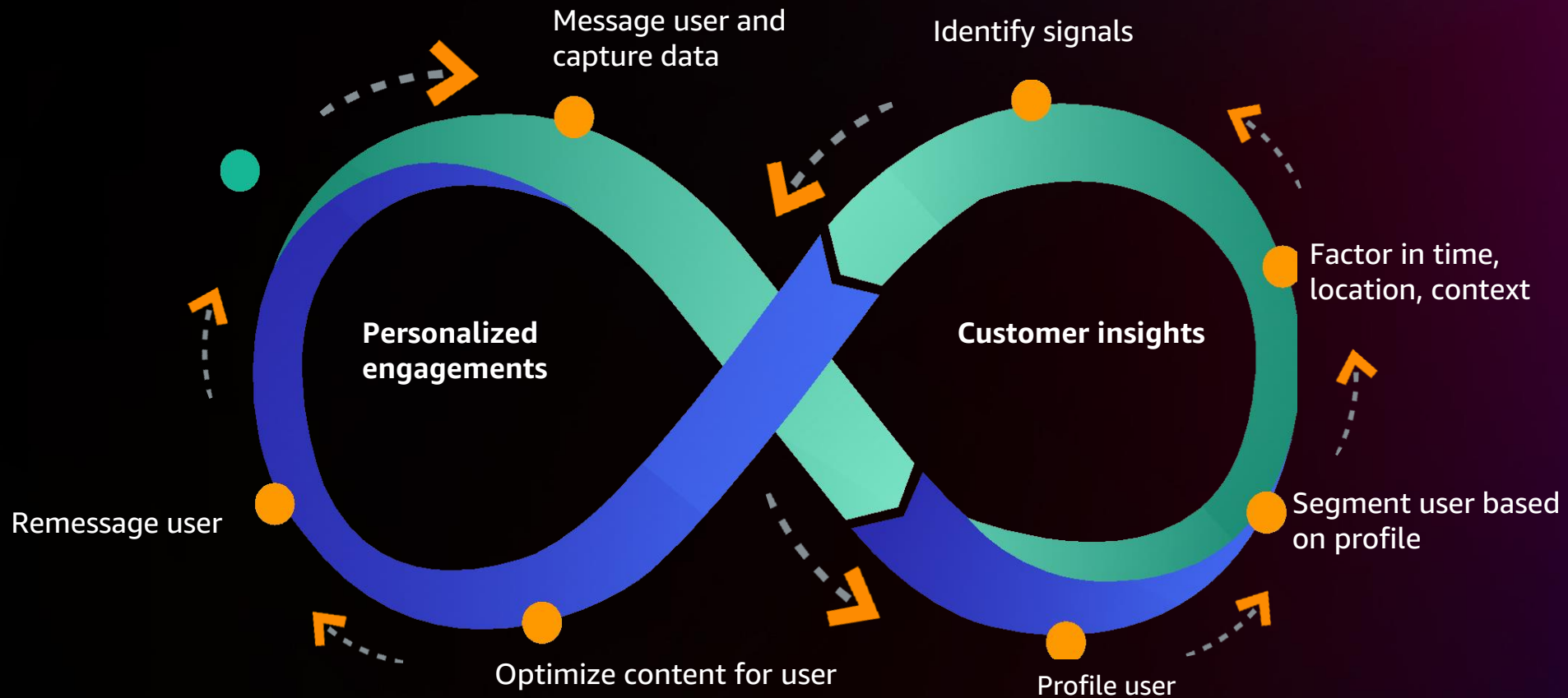
Q & A

What is the need for a customer 360 profile

Typical journey of a customer



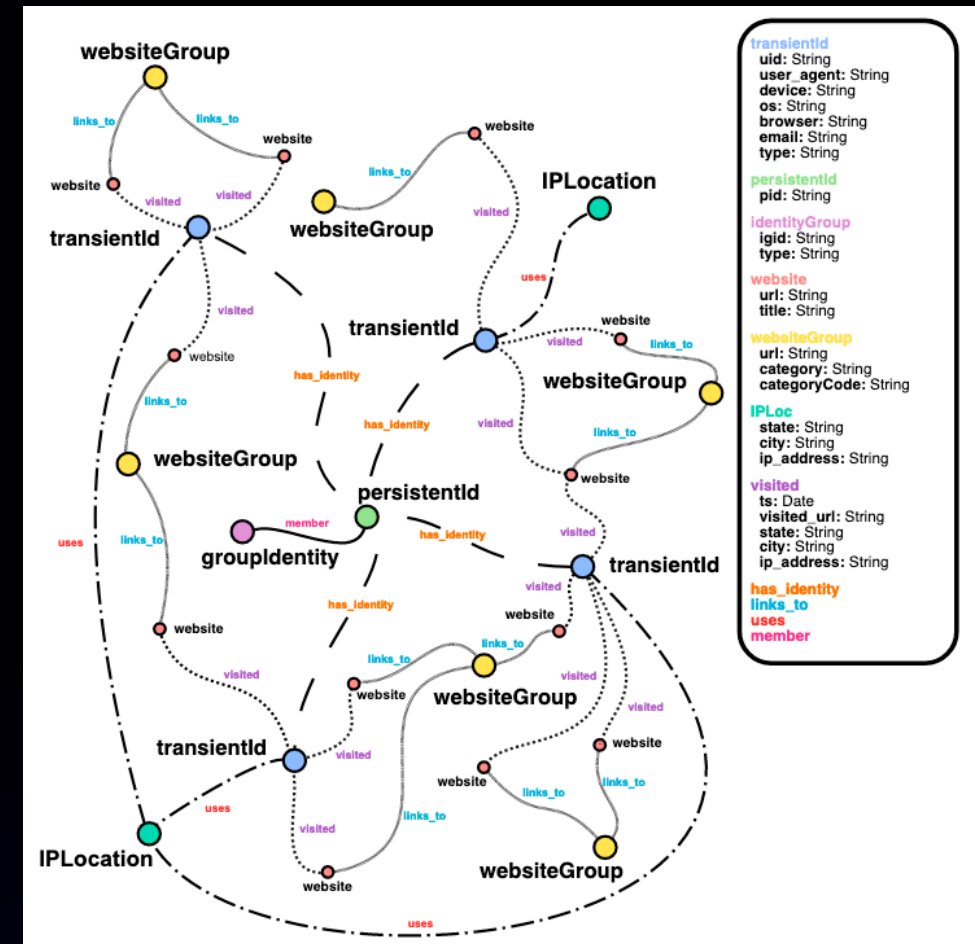
Digital engagement



What is a customer 360 profile

Build a customer 360 profile

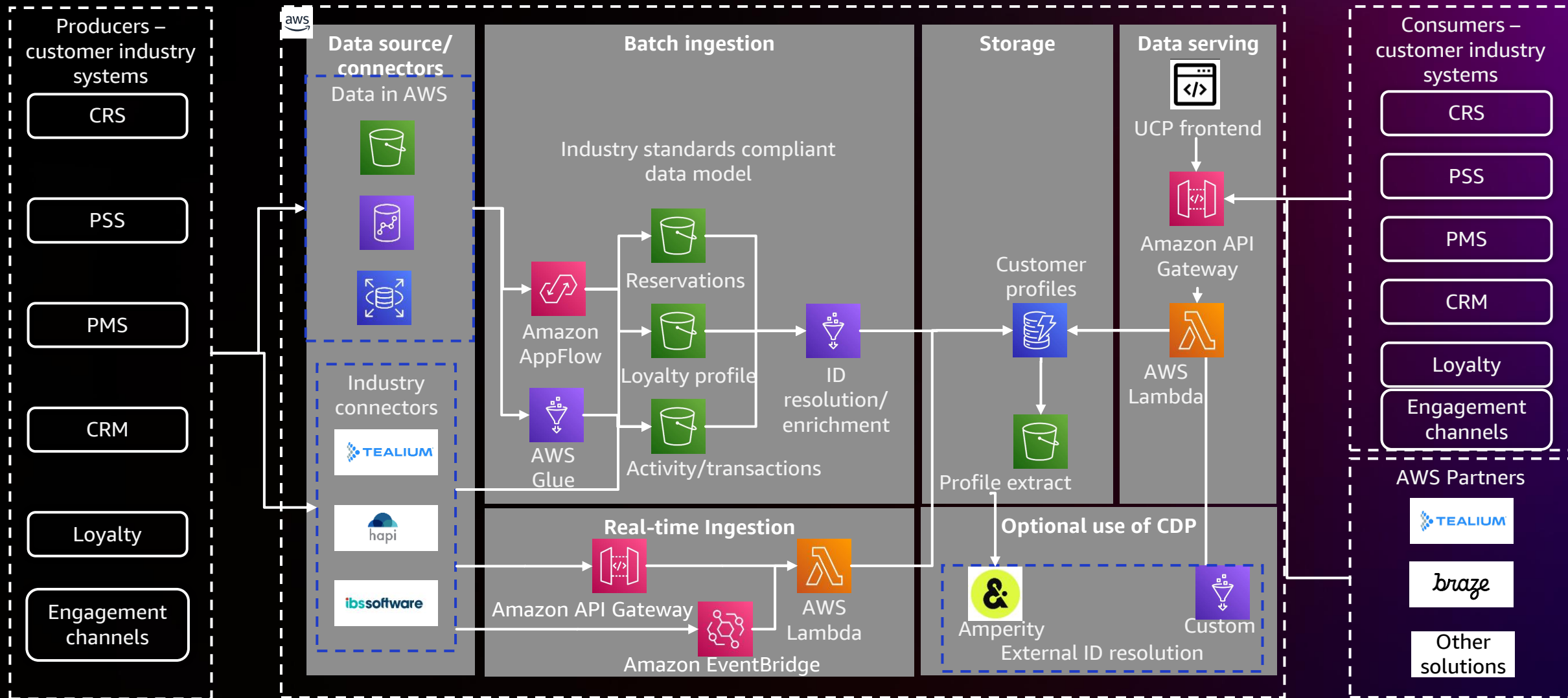
- A customer 360 profile is single source of truth based on a collection of data around a given user, such as device identifiers, browsers, cookies, demographics, and transaction history
- Identity resolution is challenging – we recommend using a partner solution



How do we build it



Customer 360 profile – Architecture



AWS services used



Amazon Simple Storage Service (Amazon S3)

Object storage service offering industry-leading scalability, data availability, security, and performance



AWS Glue

Serverless data integration service that makes data preparation simpler, faster, and cheaper



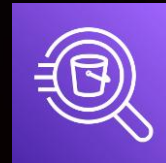
Amazon AppFlow

Fully managed integration service that allows you to securely transfer data between software-as-a-service (SaaS) applications



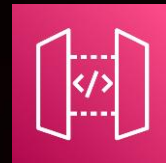
Amazon DynamoDB

Fully managed, serverless, key-value NoSQL database designed to run high-performance applications at any scale



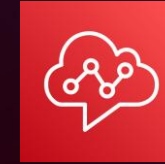
Amazon Athena

Interactive query service that makes it easy to analyze data in Amazon S3 using standard SQL



Amazon API Gateway

Fully managed service that makes it easy for developers to create, publish, maintain, monitor, and secure APIs at any scale



Amazon Connect

Omnichannel cloud contact center service offering superior, low-cost customer service using machine learning (ML), interactive voice response (IVR), and call center routing



Amazon EventBridge

Serverless event bus that ingests data from your own apps, SaaS apps, and AWS services

Closing thoughts

What is the need for a customer 360?

To effectively engage the customer at all touch points

How do you build an effective customer 360?

Real-time ingestion, storage, and activation across touch points

AWS is transforming the **travel** and **hospitality** industry



Selected AWS travel and hospitality customers



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Learn more

AWS Travel and Hospitality

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Thank you!

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