# AWS re:Invent

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TRV302

# Creating 360-degree views for personalized customer experiences

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# Agenda

About AWS travel and hospitality (T&H) practice

Customer experience expectations

What is customer 360 view?

Golden master record

Architecture

Demo

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# Introduction to AWS travel and hospitality

## AWS team dedicated to travel and hospitality – and making you successful

aws travel and hospitality

Industry expertise and focus

Best practices from other industry customers

Industry-specific solutions

aws

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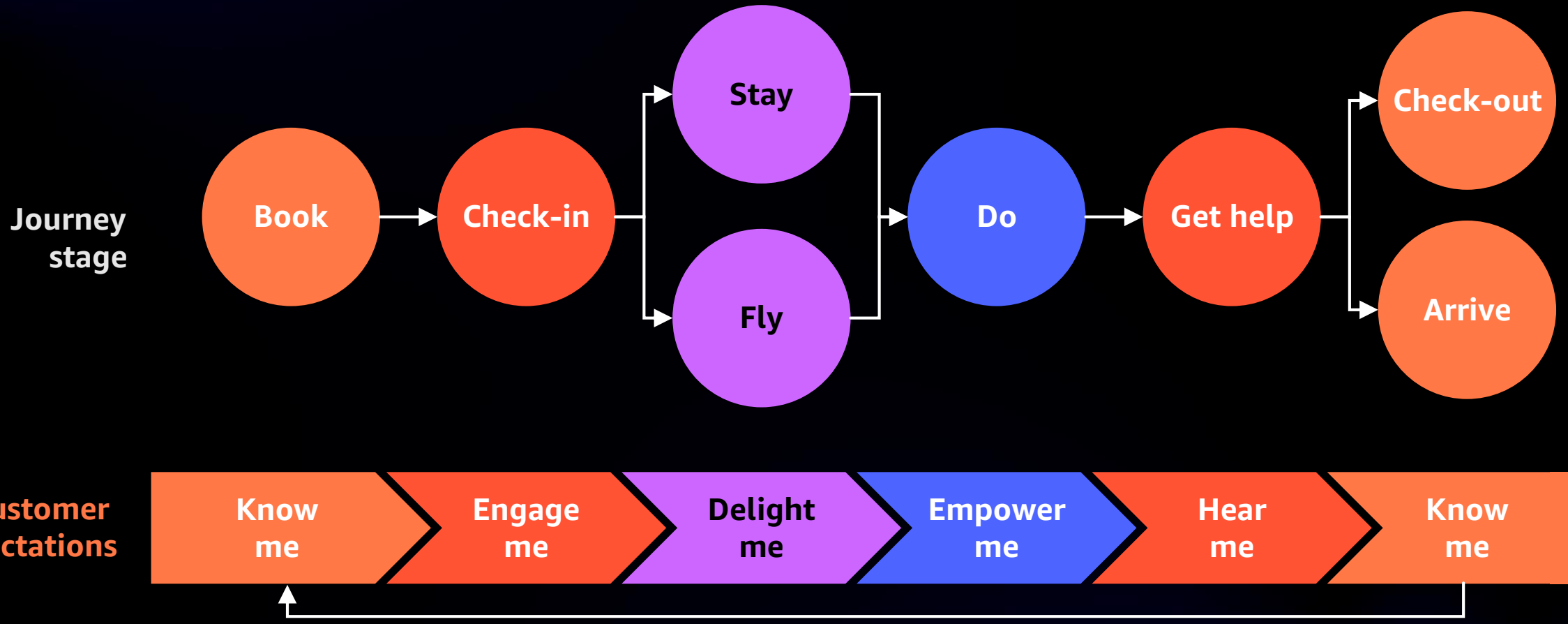
# Select AWS travel and hospitality customers




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# Customer journey and expectations

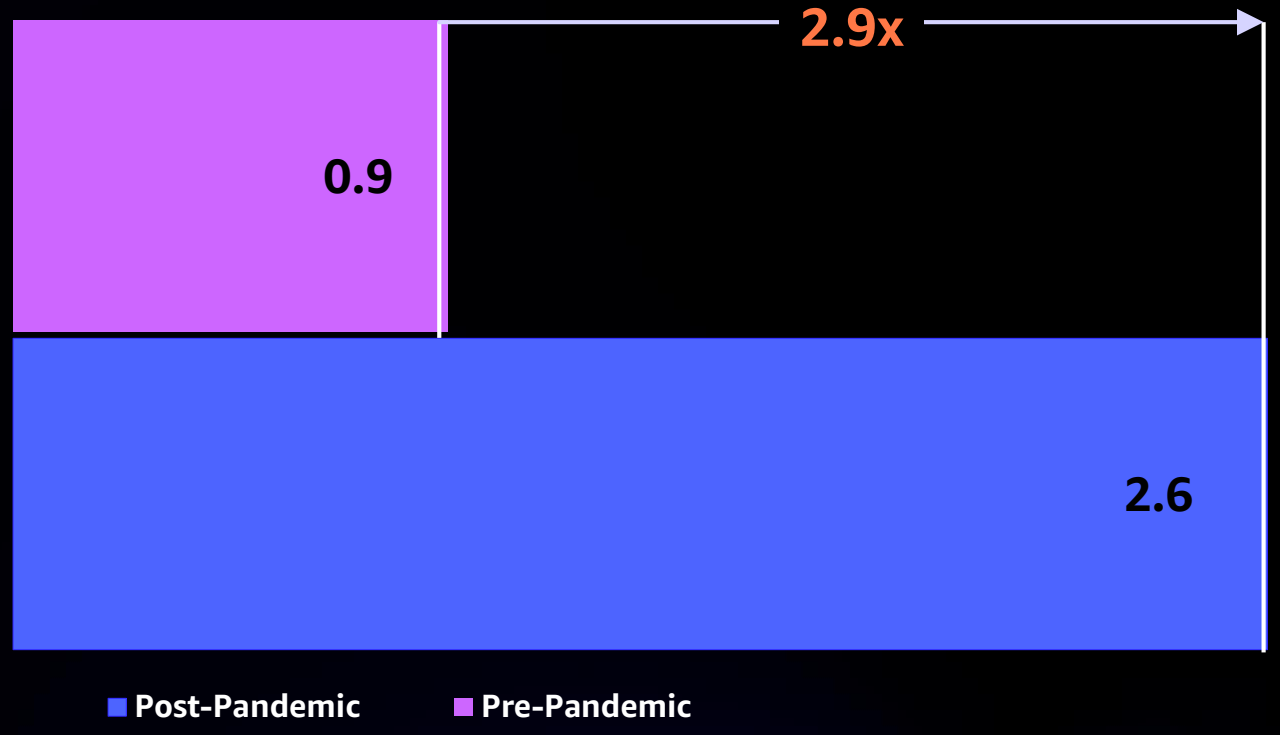



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# Customer experience

AIRLINES

**Air travel complaints comparison,** monthly average, per 100k enplanements[1]




#1 Skift-McKinsey research report: https://skift.com/2021/09/22/rebooting-customer-experience-bring-back-magic-of-travel/

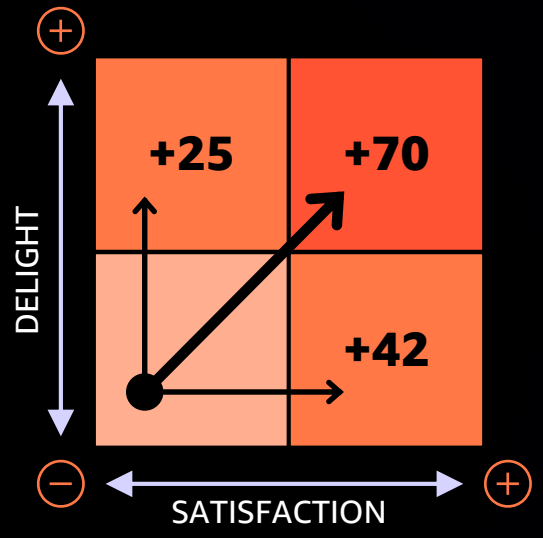
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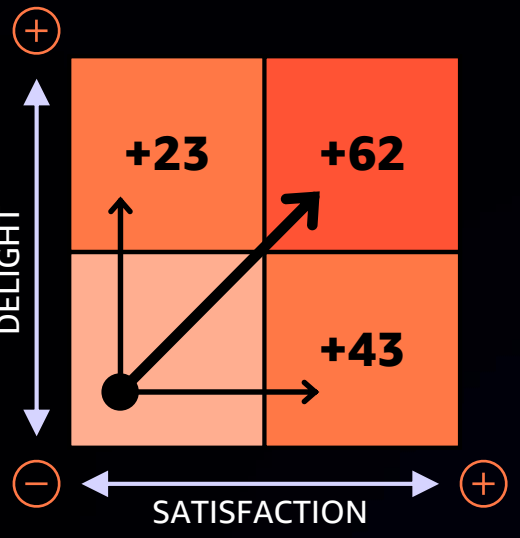
# A customer 360 view is key to success

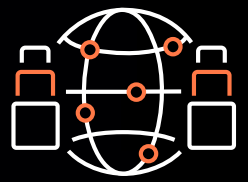
Delighting and satisfying visitors contributes to net promoter score (NPS) and loyalty uplift

**Net promoter score**
Points difference to baseline




**Re-usage intention**
Percentage point difference to baseline



**"As travel volumes increase and business travelers return, there is potential for a wave of customer dissatisfaction – at a time when loyalty is up for grabs."**

Skift-McKinsey research report

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# What is customer 360 view?




## Challenges

- Data in several source systems
- Data chaos and fragmentation
- Governance
- Growth and change

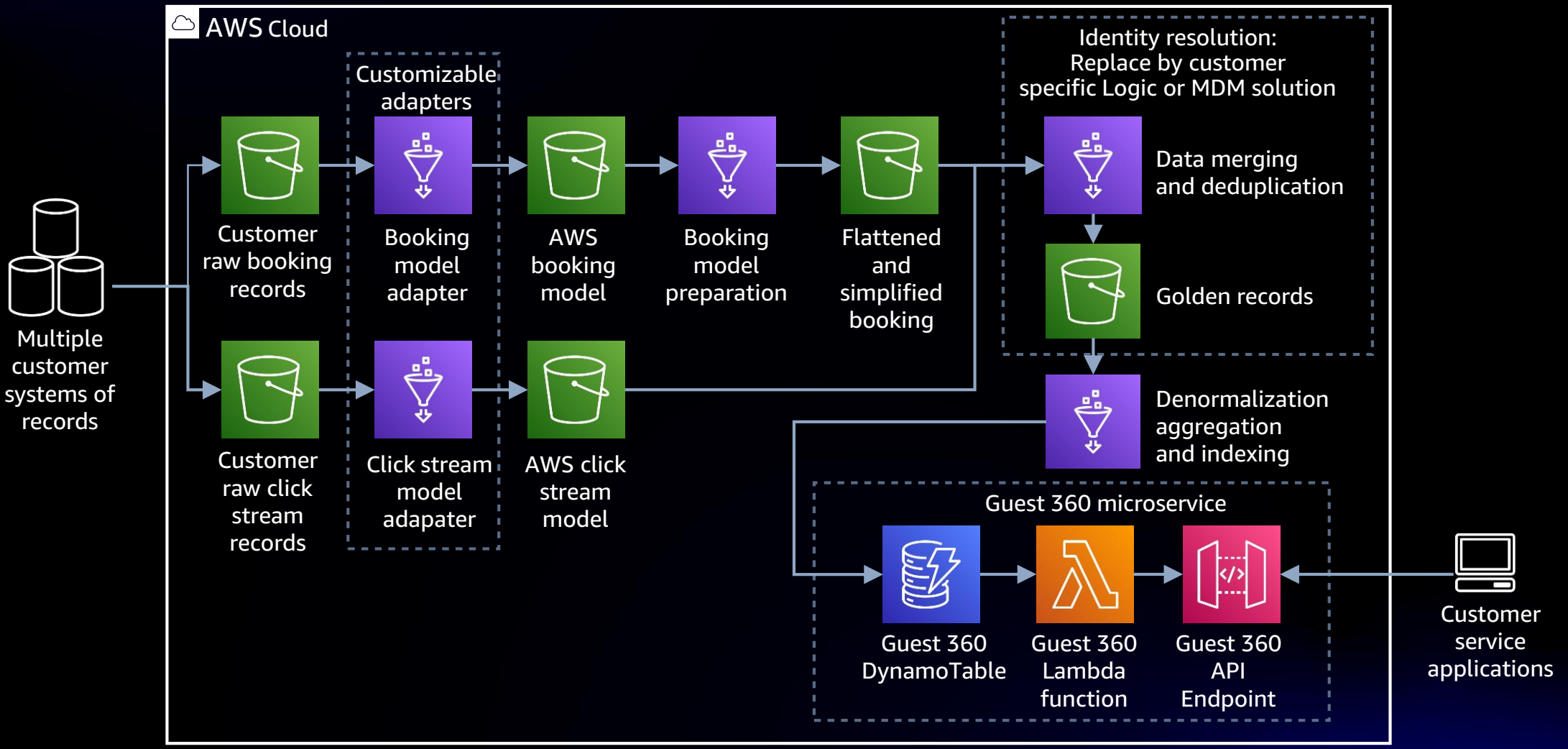
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# How to create a golden primary record

| Attribute | Loyalty systems | Reservations system | Survey systems | Customer service | Golden record |
|---|---|---|---|---|---|
| Firstname | Danielle | Daniel | | Danielle | Danielle |
| Lastname | | Smith | Smith | Smith | Smith |
| Email | d.smith@email.com | | | smith@email.com | d.smith@email.com |
| Phone | 155-3344-2120 | 155-3344-2120 | 3344-2120 | | 155-3344-2120 |

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# Architecture pattern




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# Demo

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# Additional resources

TRAVEL AND HOSPITALITY INDUSTRY RESOURCES

Traveler 360 data platform for airlines
Improve customer experience for air travelers by identifying known and unknown travelers across all channels

Traveler 360 data platform for lodging
Personalize and improve customer experience for hotel known and unknown guests

Omnichannel personalization with Amazon Personalize
Personalized recommendations across web, mobile, SMS, and voice channels

AI-driven social media dashboard
Deepen brand awareness by analyzing social media interactions

Travel and hospitality reference architectures
Well architected patterns for industry use cases

**Learn more at aws.com/travel**

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# Next T&H chalk talks

**TRV304**
Build brand loyalty with guest experience transformation

**TRV401**
Third-party ordering with AWS serverless

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# Thank you!

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