

Increasing Conversations Using Individualization

How Alterian's Real-Time CX helped this travel company deliver individualized customer experiences and boost high-value conversions.

A leading travel company was struggling to respond to the needs of their customers in real-time. Their abandon cart program was underperforming and they were losing customers to competitors that were delivering superior experiences.

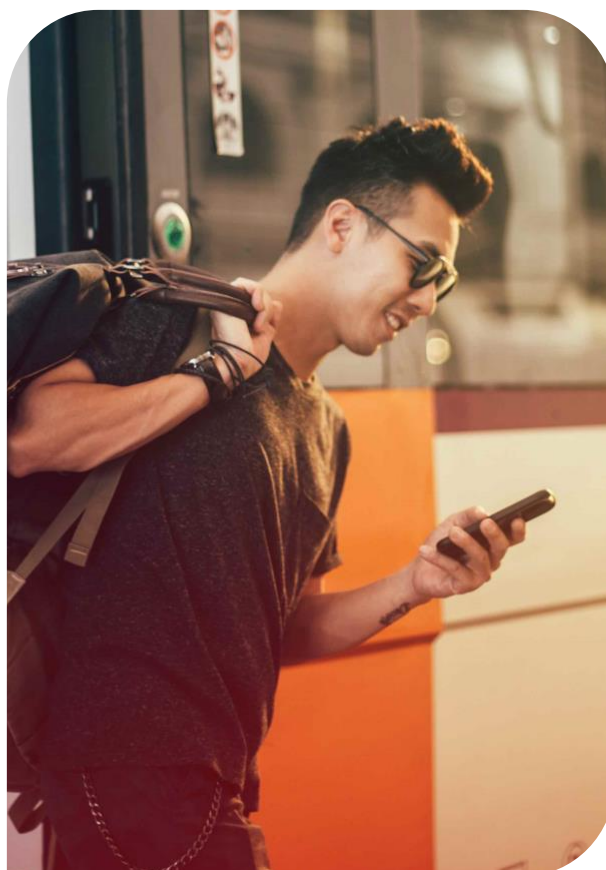
Challenge

The business identified that customers generally compared multiple travel brands at once when they were deciding who to purchase with. A lack of real-time visibility and poor response time to customers queries and needs was resulting in them losing out to other competitors that customers were considering at the same time. Furthermore, the abandon cart program was utilizing one channel only (email) and delivering the same message to every customer.

The business needed to act and find a solution that would allow them to respond to customers in real-time and ensure relevant messages were delivered to individuals when and where they needed it.

Key challenges:

- Slow in responding to customers
- No individualized messaging
- Utilized one contact channel for follow-ups
- No real-time interactions







The solution

Alterian’s Real-Time CX Platform was the key to solving the business’ key challenges. From the second the leading technology was in place, the business rapidly improved their results.

The platform’s advanced customer journey analytics solution enabled the business to view and listen to customer activity, as well as analyze and understand historical booking behavior and customer journeys. The platform’s AI-powered customer journey orchestration used these insights to deliver individualized customer experiences across all channels. Customers who’d previously purchased high-value holidays or those looking at high-value holidays in the moment were directed to the call center for immediate follow-up. New channels such as SMS, chat and email were activated via simple integrations, delivering optimized experiences based on the value and previous buying behavior. With Real-Time CX in place and Alterian’s expert guidance, the business was also able to implement a multi-channel, real-time, individualized abandon cart program.



			
Tech	Team	Channels	Timescale
<p>Real-Time CX platform</p> <ul style="list-style-type: none"> • Customer Journey Analytics • Customer Journey Orchestration • Journey AI 	<ul style="list-style-type: none"> • Marketing Team • IT Team 	<ul style="list-style-type: none"> • Website • SMS • Chat • Call Center • Email 	<ul style="list-style-type: none"> • 6 weeks

Results

With the new abandon cart program in place, the business improved conversions of abandoned browsers by 13%. Having the ability to individualize messaging and channels based on value and the likelihood to purchase resulted in increased sales and revenue as well as higher customer satisfaction. This included a 19% increase in conversion for high-value customers, along with a 15% increase in CSAT for high-value customers.



13%

increased conversion
in abandoned browsers



19%

uplift in conversion for
higher-value customers



15%

CSAT increase for
higher-value customers

