

# Delivering personalized CX using Analytics

AI Enabled Customer 360 Framework



# Introduction

The advent of advanced technology has enabled modern travelers to stay connected with the brands of their choice. They can now enjoy instant access to informative content through multiple channels like mobile apps, customer support, online communities, social media platforms, and many more. The accelerated pace of revolutionary technologies is driving numerous innovations and disruptions in the travel and hospitality industry.

This digital empowerment makes the travelers leave relevant data trails that can be processed and analyzed to provide a hyper-personalized experience. Such insights equip the travel and hospitality brands with a single, actionable, and real-time 360-degree view of the consumers and their evolving expectations.

## Delivering Personalized CX Using Analytics

IGT's Customer 360 analytics framework provides the travel brands with a means to elevate the entire customer experience (CX) by profoundly understanding customer profiles, purchase behavior, and engagement preferences, using combinations of customer attributes, algorithm outputs, and product & service purchase preferences



**5-10%**

**Revenue** increase on targeted cross-sell/upsell on website interactions and call center interactions



**2-4%**

**Savings** on identifying potential dropouts and targeting for revenue protection and loyalty



**20%**

**Increase** in customer NPS for differentiated customer service through the customer profile



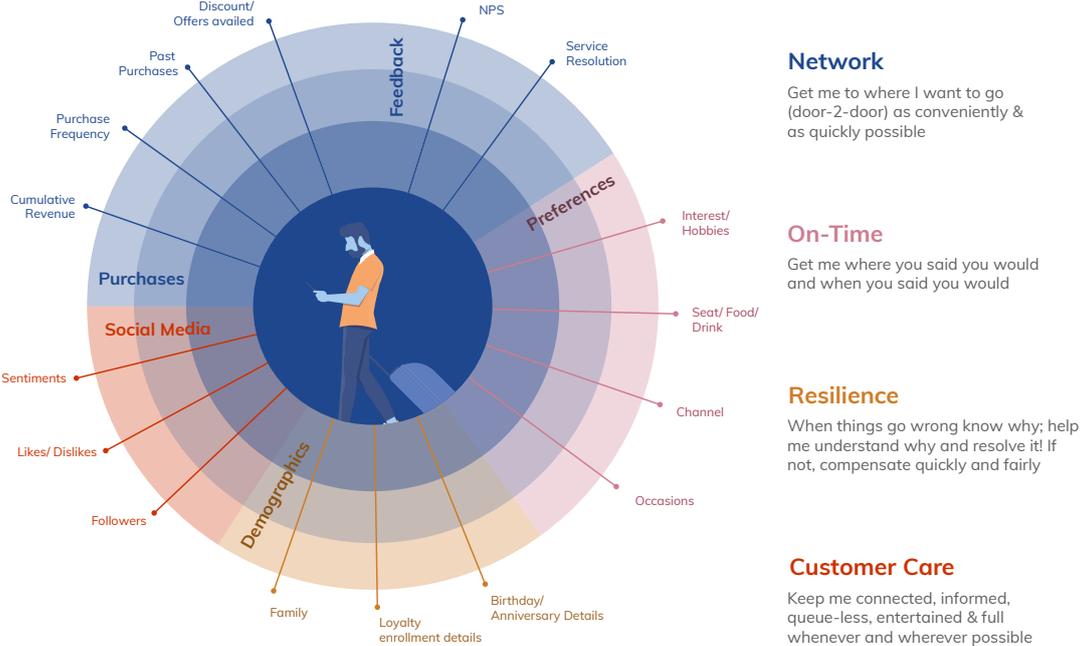
**20%**

**Improvement** in call center interactions and 1st call resolutions

# IGT's Distinctive Customer 360 Framework

Customer 360 intelligence facilitates the unique identification of customers, situations, and decision-making propensities, enabling contextual and actionable recommendations to drive the next optimal outcome.

IGT's Digital Analytics Center of Excellence (CoE) has developed an AI-enabled unique 'NORC' framework to personalize the customer experience at every stage of the journey i.e., pre-trip, ontrip, and post-trip.



**Network**

Get me to where I want to go (door-2-door) as conveniently & as quickly possible

**On-Time**

Get me where you said you would and when you said you would

**Resilience**

When things go wrong know why; help me understand why and resolve it! If not, compensate quickly and fairly

**Customer Care**

Keep me connected, informed, queue-less, entertained & full whenever and wherever possible

## Leveraging Customer 360 Framework

Travel and Hospitality companies can leverage IGT's Customer 360 framework to deliver hyper-personalized products and services to their customers during the journey. The framework identifies and segregates different areas of personalization under 'NORC', ensuring that valuable insights are extracted from the enormous data volumes.

**Network**

- Brand Affinity and Inspiration
- Customer Product and Marketing
- Shopping and Booking Experience
- Change, Exchange & Refund Issues

**On-time**

- Boarding

**Resilience**

- Transit
- Airport/Hotel Check-in
- Pre-Depart

**Customer Care**

- Inflight/Stay Experience
- Connection
- Exit
- Loyalty Management

**Benefits**



New Customer Identification and on-boarding



Maximise Customer Retention



Minimise Customer Churn



Maximize Revenue Through Upsell & Cross-sell



## Why IGT?

Over 20 years of experience in simplifying customer interactions through integrated BPM, Technology and Digital Services & Solutions.

Managing highly differentiated customer experience for 75+ marquee brands globally.

Employs 14,000+ customer experience and technology specialists in 20 state-of-the-art delivery centers across five continents.

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