

A photograph of an airplane cabin interior, showing rows of seats with white pillows and overhead storage bins. The lighting is dim, creating a cozy atmosphere.

# AVANCERAD ANALYS SÄKERSTÄLLER SAS CRM- STRATEGI

SAS Xperience, okt 2016

Mattias Andersson, Head of CRM Analytics  
Scandinavian Airlines

# AGENDA

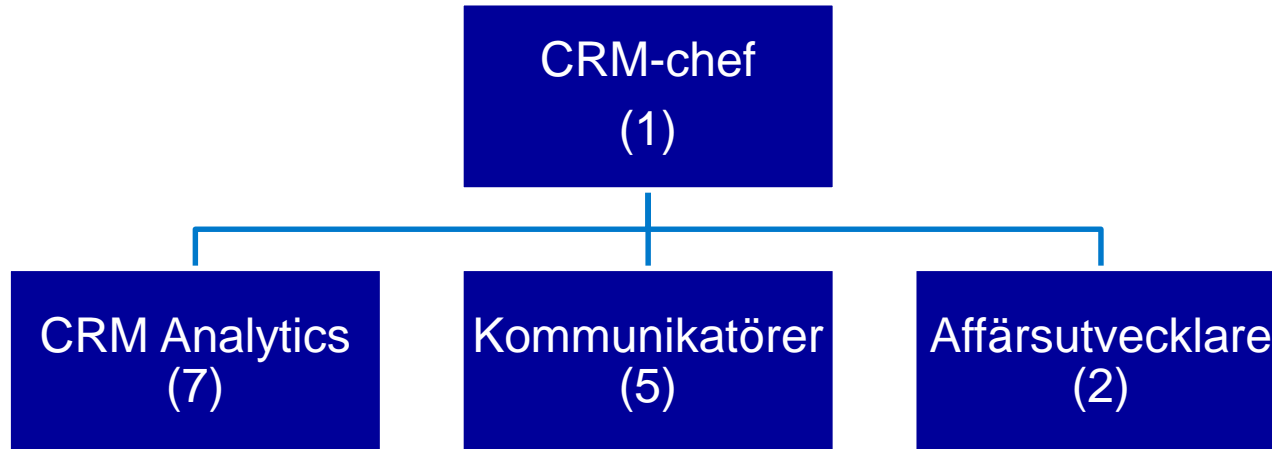
- SAS (Scandinavian Airlines) CRM igår/idag/imorgon
- "Kund- och Personaliseringsprojektet" (på 20 min istf 1,5 tim)
- Frågestund

# SAS CRM – IGÅR / IDAG vs IMORGON



Från "avdelningen som skickar ut e-post" (>100 milj/år) till "avdelningen som..."

# CRM-ORGANISATIONEN IDAG



# "THE CUSTOMER AND PERSONALIZATION PROJECT"

## 4 PILLARS FOR SUPERIOR CUSTOMER EXPERIENCE THROUGH PERSONALIZATION



One customer view in  
all channels



Cross-channel real-  
time marketing



Content & offer  
management



Organizational  
alignment

## 4 PILLARS FOR SUPERIOR CUSTOMER EXPERIENCE THROUGH PERSONALIZATION



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### What's Involved:

- Unified customer profile
- Single view of the customer and understanding of data
- Multi-channel analytics and reporting
- Digital attribution to CRM data

# BRING DATA TOGETHER TO UNIFY THE CUSTOMER PROFILE



## ONLINE BEHAVIOR VARIABLES

- + 1<sup>st</sup> part data - SAS channel customer behavior
- + 2<sup>nd</sup> party data – partner channel data
- + 3<sup>rd</sup> party data – customer profile from online data eg interests and demographics



## CUSTOMER IDENTIFICATION

- + IP address
- + Device id
- + Cookie



## CRM DATA

- + Transactions history
- + Demography
- + Third party data (eg. Mosaic)



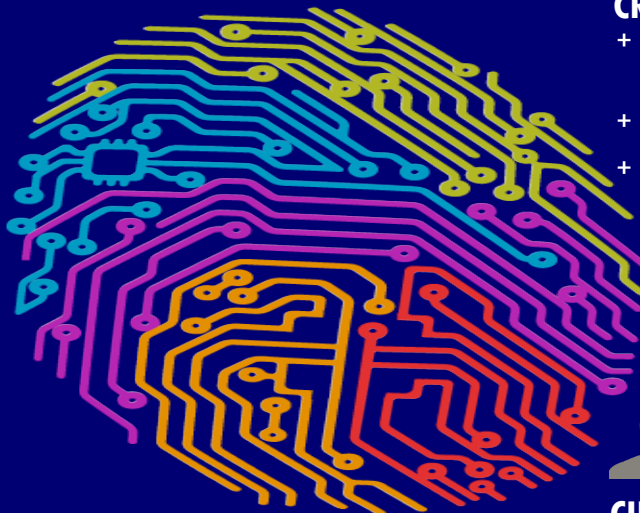
## PREDICTIVE MODELING

- + Propensity to travel
- + Propensity type of trip
- + Route propensity
- + Co-brand
- + Ancillary & attached propensity



## CUSTOMER DNAS

- + Purpose of travel
- + Price sensitive
- + Share of wallet
- + Customer value



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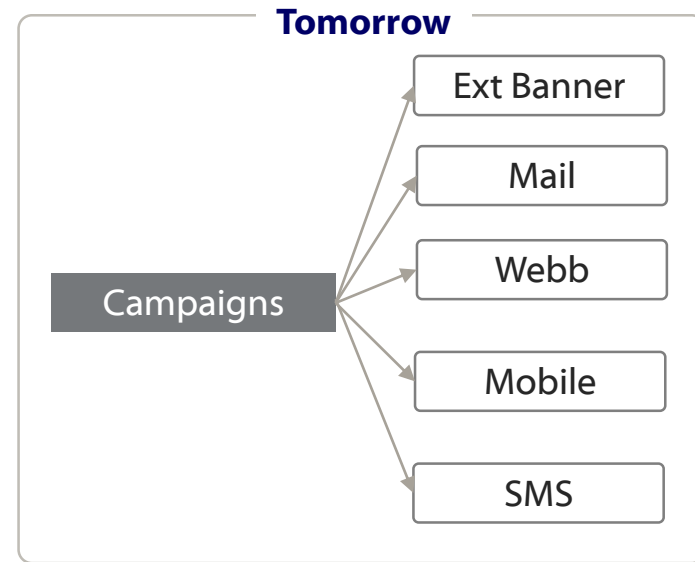
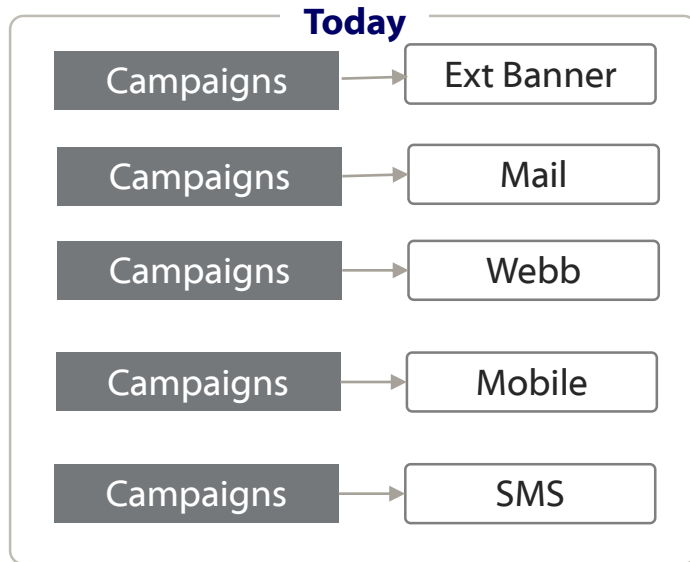
### What's Involved:

- Visual campaign orchestration
- Targeted segmentation
- Real-time interaction and reporting



# CONTENT AND OFFERS WILL BE SET UP IN ONE INTERFACE FOR ALL CHANNELS

This is related to campaigns and content both for identified customers and un-identified customers



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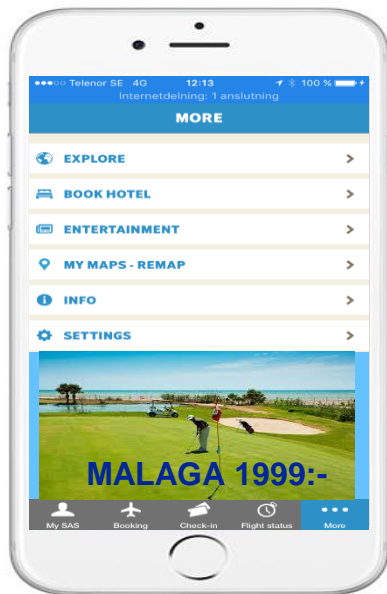
### What's Involved:

- Centralized digital asset management
- Responsive design
- Create content once, deploy everywhere
- Target experiences based on profiles and behaviors
- Channel and campaign

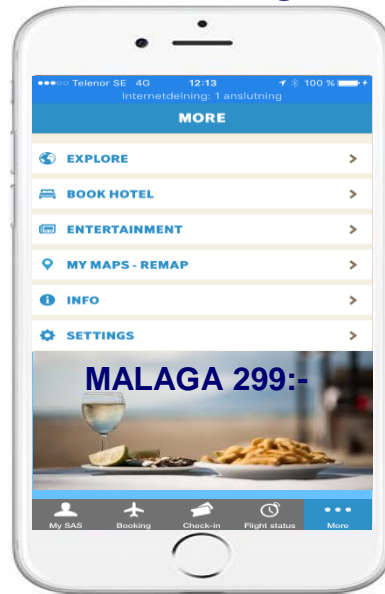
# PERSONALIZED CONTENT

A combination of the customer's attributes, activity settings and the offer attributes must *connect with the content*

PETER T



MATTIAS



# MULTI-CHANNEL CONTENT EFFICIENCY & RESPONSIVE DESIGN



# LOUISE

Stockholm, TEACHER, 42



"I love to travel with my family, and friends and SAS, for me, feels like the safe and local choice, even though I can find cheaper tickets elsewhere."

Louise is a loving mother, devoted to creating and maintaining the perfect family life.

She loves to plan family getaways and is always on the search for the next family-adventure. However, time and money doesn't always allow all the travels she wishes.

For her the perfect flight is a smooth, seamless experience where help is available if needed.

From time to time she travels with friends to European cities

She now wants to go on vacation to a nice city in Europe with here friend and start to search on different trips in general.

<b>EB member</b>	Since 2001, <5000 points
<b>Travel frequency</b>	Infrequent, yearly or semi-yearly
<b>Travel purpose</b>	Predominantly leisure
<b>Travel Class</b>	Predominantly SAS GO
<b>Type of trips</b>	City weekend getaway, Summer, sun & bath w. kids
<b>Price sensitivity</b>	Low
<b>Time of travel (propensity)</b>	Weekends Spring & Autumn Summer
<b>Book through</b>	SAS website
<b>Service</b>	High

## Objectives

- Keep buying with SAS, increase SOW
- Upsale Ancillary Cobrand and get app
- Service and guidance at airport



# EXAMPLE OF COMMUNICATION TO LOUISE

## TOOLS & PROFILE



## SERVICES



## INSPIRATION



## DESTINATIONS



## EUROBONUS



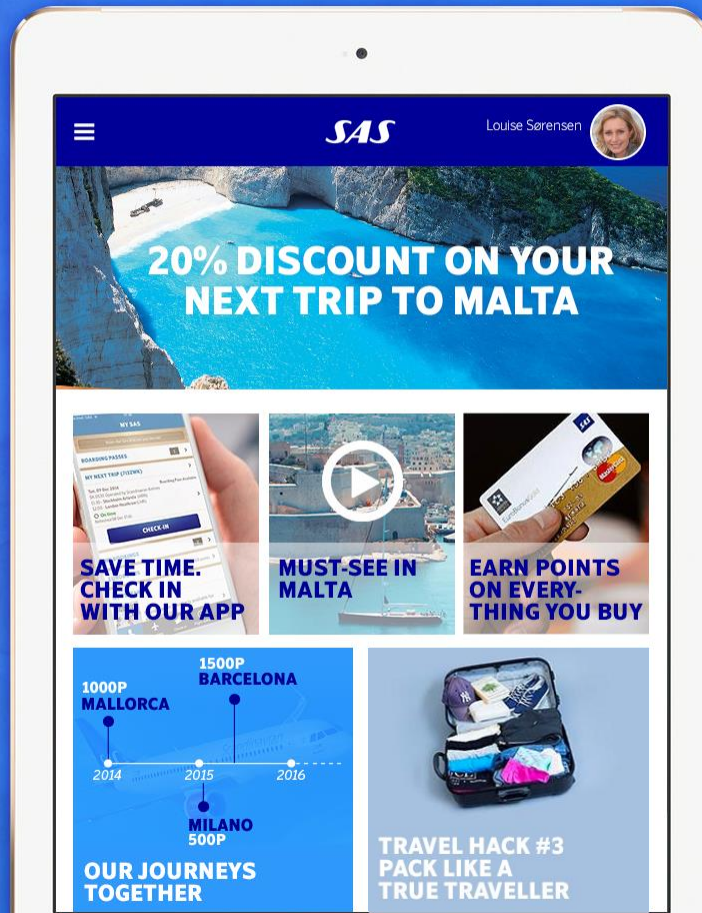
## PROGRESS



## SOCIAL MEDIA



## OFFERS



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### What's Involved:

- Strategy “buy-in” all groups understand the end goal and effort involved
- Coordinated approach to becoming a data driven organization
- Digital strategy, digital sales, digital marketing needs to follow the customer behavior and optimize on the conversion
- A common, role-based & multi-channel KPI framework

# ALIGNMENT OF ORGANISATIONAL SILOS





# FRAMGÅNGSFAKTORER

- Se över hela ”kampanjkedjan” – man blir aldrig starkare än sin svagaste länk
- Personer från olika avdelningar måste jobba ihop. Data från olika avdelningar måste jobba ihop. Verktyg från olika avdelningar måste jobba ihop.
- Se till att de finns tillräckligt med interna resurser under hela resan.

# Frågor?

When **everything** seems to be going **against** you, *remember that* the **airplane** takes off **against the wind**, not with it.

**Henry Ford**

*Founder, Ford Motor Company*

Kontaktuppgifter:

- [mattias.andersson2@sas.se](mailto:mattias.andersson2@sas.se)
- 070-997 31 48
- <http://linkedin.com/in/mattiasandersson1>