

The Digital Transformation of Customer Experience in the Travel Industry

Tom O'Toole

October 18, 2017

Northwestern | Kellogg

Digital

- Data-driven
- Digital channels

Digital + Customer Experience

Digital advances in the travel industry were led by distribution and marketing

Then self-service applications

A series of developments are now coming together to enable digital transformation of customer experience

- **“Big data”**
- **Predictive analytics**
- **Operational systems**
- **CRM systems**
- **Mobile apps**
 - **Internal**
 - **External**
- **Connectivity**

Example

Automated Irregular Operations Rebooking With Choices

Potential Development

Boarding Process

Potential Development

Catering Supply Chain

Customer Satisfaction Measures

Data analytics identify specific drivers for service improvement

Customer Service Index

Individualized customer service score based on wide set of metrics drawn from multiple customer and operational systems

Use as a predictor/driver for tracking and managing customer experience on individual basis

Can be analyzed and aggregated by many different criteria

**Digitally informing, enabling and managing
all points of the customer journey on an
individualized basis in real time**