

CREATING A MORE PERSONALISED SERVICE FOR YOUR CUSTOMER THROUGH ADVANCED ANALYTICS

Robert Moberg, Head of CRM Analytics
Scandinavian Airlines System

A COUPLE OF QUOTES



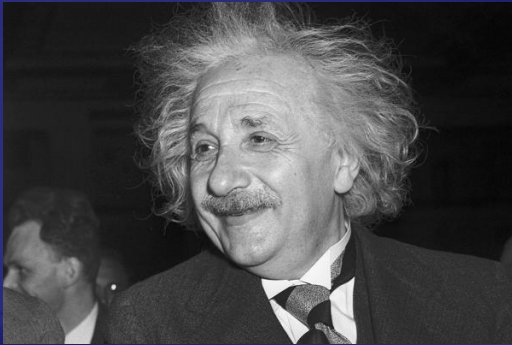
Douglas Engelbart

Computer and internet pioneer

1925 – 2013

The digital revolution is far more significant than the invention of writing or even of printing.

A COUPLE OF QUOTES



Albert Einstein
Genius @ Princeton
1879 - 1955

Not everything that counts can
be counted, and not everything
that can be counted counts.

A COUPLE OF QUOTES



Robert Moberg

Traveler

1969 –

Statisticians do it with models!

But enough talk about me. Let us
talk about my job instead!



AGENDA

- Scandinavian Airlines System (SAS)
- The “Customer & Personalization project”
- Q & A

THIS IS SAS TODAY

272

ROUTES

817

DAILY
DEPARTURES

30 MIL.

PASSENGERS IN 2017

~11.000

EMPLOYEES

71 yrs

158

AIRCRAFT IN
SERVICE

5.1 MIL.

EUROBONUS
MEMBERS

123

DESTINATIONS



VISION:

**TO MAKE LIFE EASIER FOR
SCANDINAVIA'S FREQUENT
TRAVELERS**

FROM THE ANNUAL REPORT



Anneli Nässén

Executive Vice President Sales
& Marketing

Using big data analysis, we gain good insight into what our customers want on individual levels.

...

We can then adapt our communication and offerings to our customers to ensure their relevance and to create value.

Dream



Search



Book



Check-in



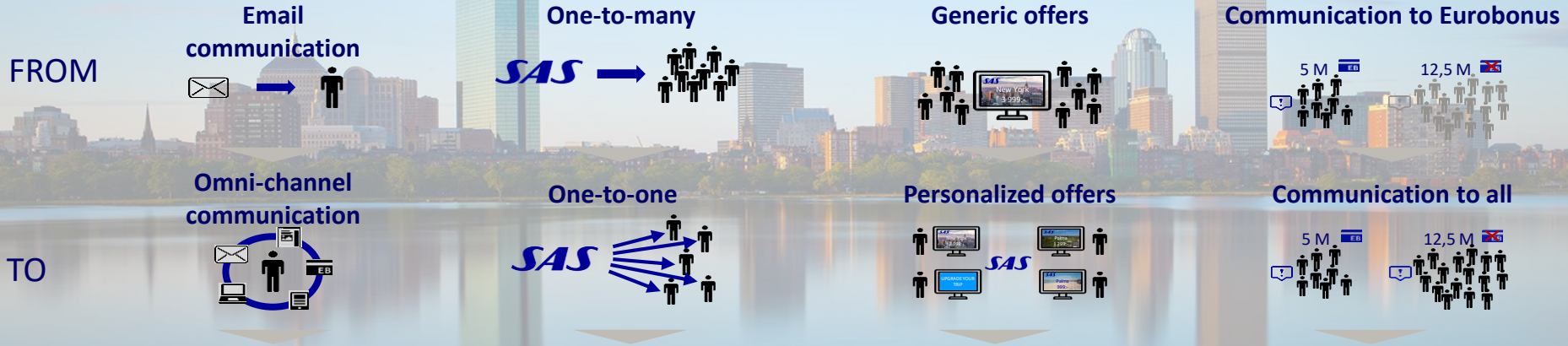
Check-in



At home



FROM THE UNIT THAT DELIVERS ~ 120 M. EMAIL TO THE UNIT THAT.....



Give customers the right communication in the right channels & context for the right reasons to make life easier for Scandinavia's "travelers"

WHERE WE COLLECT TRADITIONAL DATA(BASES) & DIGITAL BEHAVIOUR TO UNIFY THE CUSTOMER PROFILE



ONLINE BEHAVIOR

VARIABLES

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



CUSTOMER IDENTIFICATION

- + IP address
- + Device id
- + Cookie



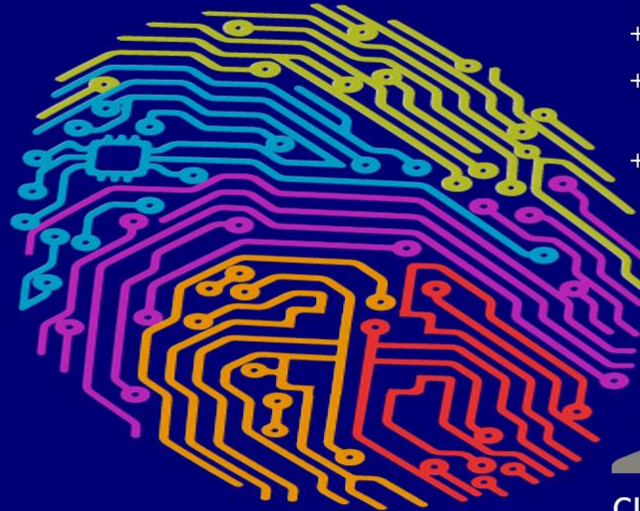
CRM DATA

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



PREDICTIVE MODELING

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



CUSTOMER

DNAS

- + Household category
- + Price sensitive
- + Share of wallet
- + “Booker type”

Patterns in the data



Attributes

Socio-/demography
Behaviour
Transactions
...

Predicted Attributes

- Destination scoring
- Segmentation – Tribes
- ...

Predicted Behavior

Propensity to book a trip to X
Propensity for x- and up-sell



Customer strategies based on potential customer value

AVERAGE BOOKING VALUE



THE END GOAL IS TO HAVE A TRULY PERSONALIZED EXPERIENCE IN ALL CHANNELS IN REAL TIME



LOUISE

- NON MEMBER
- LEISURE TRAVEL
- LOW FREQUENT
- PRICE SENSITIVE

STRATEGY

- DRIVE NEW TRIPS
- MEMBERSHIP
- CO-BRAND

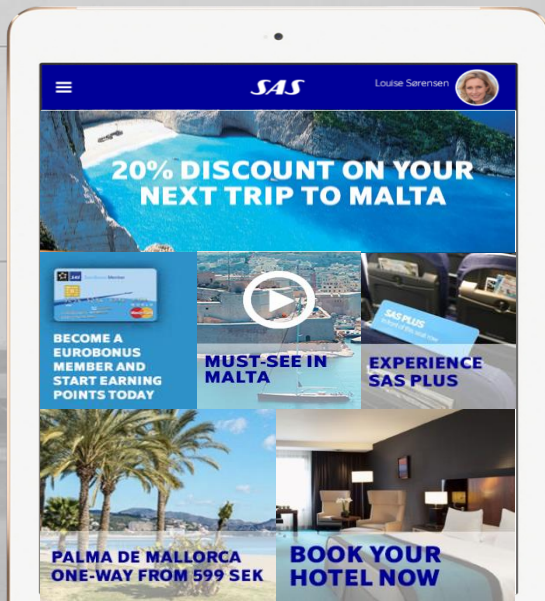


MAJA

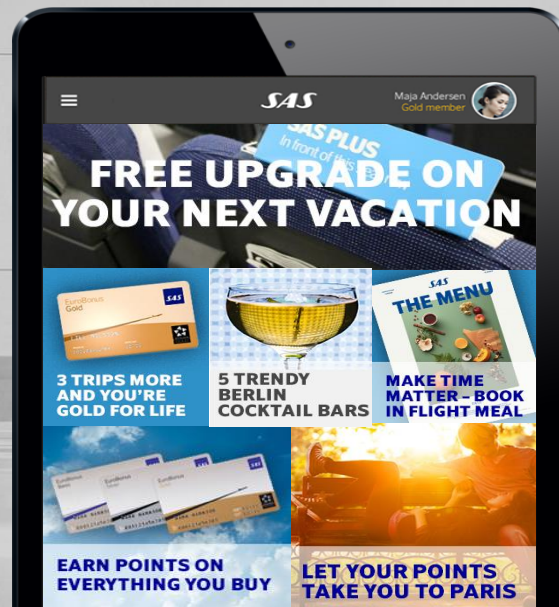
- GOLD MEMBER
- BUSINESS TRAVELER
- HIGH FREQUENT
- NOT PRICE SENSITIVE

STRATEGY

- ENGAGEMENT
- BRANDING
- DRIVE LEISURE TRIPS



CONTENT



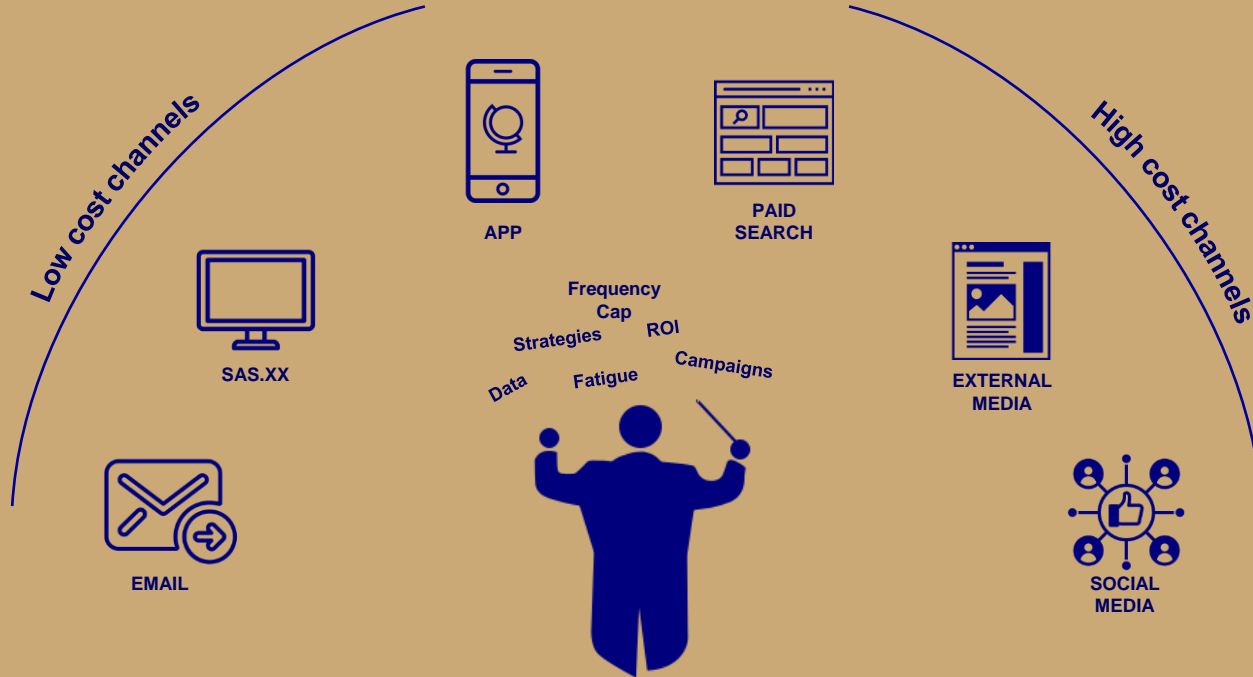
Beware of the Content Monster!



Don't make it too complicated (...in phase 1)



The omni-channel customer view will be leveraged to maximize channel efficiency in terms of impressions and cost



This is why we to a great extent produce once and apply to many channels and contexts



ALIGNMENT OF ORGANISATIONAL SILOS



Contact:

robert.moberg@sas.se

#FLYSAS

#WEARETRAVELERS