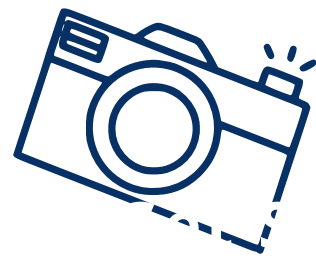




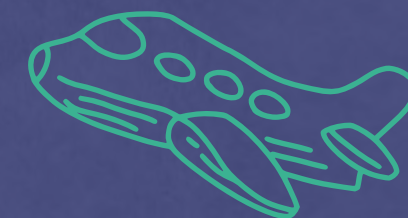
# AIRLINES CASE STUDY



Unifying context-based personas for  
the 6th largest passenger carrier.







# DRIVING BETTER PASSENGER EXPERIENCE



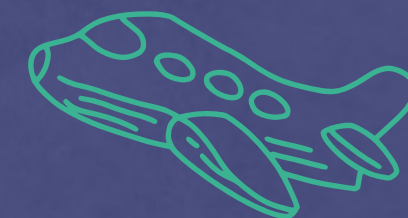
FirstHive Customer Data Platform empowered world's 6th largest passenger carrier to unify data across departments, resulting in a single customer view. With the ability to understand and analyze customer data more effectively, Airlines can now interact with customers in a more relevant and compelling manner.





# WHY DID THEY CHOOSE FIRSTHIVE?

They wanted to deliver a better Customer Experience.



- **Deliver better Customer Experience** with the ability to deliver contextual and pre-emptive communication to their fliers.
- To achieve the same, the airlines were looking for a “**central system of intelligence**” where all their flier data residing in silos across multiple platforms can be unified to create a single customer view.
- They had to achieve **role-based advanced cohorts**, differentiating a booker/agent from a flier, such that all outgoing communication is more relevant.





# HOW DID **FIRSTHIVE** **IMPACT** THIS AIRLINES?

Gain insights on flier behavior and preferences across channels



Role-based profile visibility,  
differentiating a booker from a traveler

Data integration and unification across  
12 different platforms and channels





# WHAT **PROBLEM** DID WE SOLVE?



## Siloed Passenger Data Stack.

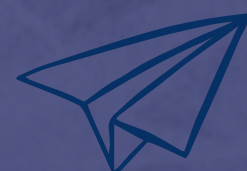
The airlines used multiple systems and platforms to capture their flier requests and preferences. **12 channels were left off-guard.** But the data across each of these platforms and channels remained in silos.

## Disintegrated multi-channel system.

Airlines struggled to integrate and combine across channels and segments the fliers based on their personal preferences and behavior patterns.

## Poor customer identity with duplicated data

Inability to recognize and acknowledge the flier/ passenger at an individual level, despite having all the relevant information at hand.





# OUR SOLUTION



## Data Ingestion & Channel Integration

Brought together scattered data across dozens of platforms and channels on a single platform. We helped the airlines overcome the above challenge, in two distinctive steps.

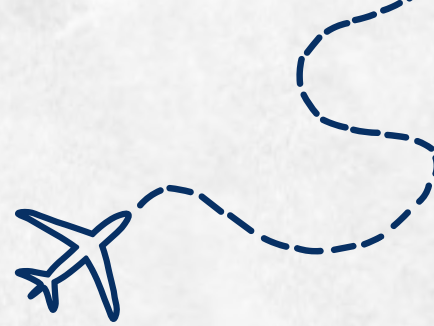
## Single Passenger (Customer) View

- Created and delivered a “Single Customer View”, by integrating across Navitaire, NPS data, m-pos for inflight requests and services, mobile app, website, on-counter requests, and voice.
- Achieved a single source of truth, about their flier preferences and travel patterns.

## Advanced Cohort Segmentation

We helped the airlines achieve a role-based advanced cohort, differentiating between an agent and a flier. They created a matured forward communication with evolved, personalized & consistent marketing communication to the users on-site, mobile app, through email, SMS & programmatic channels.





# CONTACT US



[marketing@firsthive.com](mailto:marketing@firsthive.com)



[www.firsthive.com](http://www.firsthive.com)

