Gen AI Meets Big Data: Unifying Billions of Touchpoints to Deliver Double-Digit ROI for a Leading Global Airline

A Global Airline Streamlines Customer Engagement and Boosts D2C Revenue with FirstHive CDP

Industry
Aviation

Region
South Asia

The FirstHive Approach

AI-Powered Real-Time Unification

"We didn't just unify data - we created identities, behaviors, and insights that powered real-time, high-impact decisions."

A Leading Low-Cost Global Carrier

One of the fastest-growing airlines globally with over 2,100 daily departures and an impressive load factor of 100%. The airline has been recognized as the region's top low-cost airline and maintains one of the youngest aircraft fleets in the world.

The Challenge

Fragmented systems and siloed data are causing major challenges when it comes to customer experience. With data coming from various sources—like booking platforms, MPOS, NPS, and more—each storing customer information separately, it's tough to get a unified view of the customer. This lack of integration makes it difficult to understand customer behavior across different touch points, which in turn hinders personalized experiences. Plus, overlapping roles—passenger, booker, agent—make it even harder to tailor services effectively, meaning personalization opportunities are often missed.

These issues lead to reactive campaigns that rely on manual segmentation since businesses don't have the tools to use AI for smarter targeting. Without a full view of the customer journey, marketers end up taking a more ad-hoc approach, which often results in low conversion rates. On top of that, businesses are losing out on direct-to-consumer (D2C) revenue because they're overly dependent on third-party platforms, leading to high commission fees and reduced profitability. It's clear that a more integrated, data-driven approach is necessary to improve customer engagement and boost revenue.

Key Solutions Delivered

⊘ **Customer Data Platform (CDP)**
Integrated 9B+ data points across web, app, CRM, MPOS, and loyalty systems.

⊘ **Single View of Customer (SVOC)**
Enabled Golden User IDs to unify agent, booker, and traveler roles.

⊘ **AI-led Personalization**
Cohort-based segmentation, fare recommendations, upsell prompts.

⊘ **Omnichannel Campaign Management**
WhatsApp, SMS, Email campaigns now work seamlessly together.

⊘ **Advanced Site & Mobile Analytics**
Quick insights into behavioral trends and engagement

⊘ **Chatbot Personalization**
Tailored interactions boosted engagement and conversion.

Use Cases Activated

Growth Driver	Use Case	Value Delivered
Acquisition & Activation	Turned first-time fliers into repeat customers	Higher rebooking rates
Cart Abandonment	Targeted nudges recovered lost revenue	Increased checkout conversions
Loyalty & Retention	Relevant offers kept travelers coming back	Improved customer LTV
Personalization	Showed preferred fares & amenities	Higher revenue per booking
Omnichannel Engagement	Unified journeys across platforms	Reduced drop-offs

Business Impact

14x
Marketing ROI
20X increase from smarter campaign execution

8+
Data Infrastructure
Normalized and unified data across 8+ systems

D2C Revenue
Significant uplift via web and app channels with Higher Revenue Per Booking via Fare Personalization.

Ancillary Revenue
Cross-sells and upgrades increased per passenger value.

Retention
Stronger retention through Customer Intelligence. Reduced churn, increased repeat bookings

Want to achieve 10X–20X ROI through unified, AI-powered customer journeys?

Contact Us