CASE STUDY

A Leading European Air Transport Services Provider Leverages Customer Experience Analytics to Improve Customer Experience by 2X | Customer Success Story

The Client

The client is a leading European airline company that provides air transportation services for both passengers and freight.

The Business Challenge

We live in a fast-changing world where the evolution of industries continues to accelerate owing to innumerable factors, the airline industry is no exception. With growing competitive pressures, airline industry players have now started facing the brunt in the form of declining profits and shrinking customer base. Though businesses in this sector have adopted several new strategies to bolster their bottom line, we believe its high-time they adopt a data-driven, strategic approach.

Focusing on improving customer experience through customer experience analytics can not only help airline companies build customer loyalty but will eventually witness a direct impact on profit margins. Also, with advanced technologies paving their way into the business world, businesses must consider leveraging advanced customer experience analytics to deliver personalized services and experiences to their customers.

Our client, an airline service provider faced similar challenges that curtailed their efforts to drive customer experiences and boost profitability. Though the client had deployed an in-house customer data warehouse which served as the foundation of their CRM program, they lacked the required analytics capabilities to sift through the datasets to extract meaningful insights. This is when they turned to Quantzig to leverage its customer experience analytics expertise to power their digital transformation efforts.

To tackle their challenges, the client needed to:

- Identify siloed customer data sets
- Conduct a deep customer analytics maturity assessment
- Formulate an analytics-powered strategy to improve customer experience & loyalty
- Deploy and scale new customer analytics capabilities

Solution Offered and Value Delivered

Quantzig's customer experience analytics experts adopted a comprehensive approach to helping the client resolve challenges surrounding customer experience management. The three-pronged approach revolved around conducting a process maturity assessment, building a new analytics platform, and scaling up delivery of new analytics capabilities across the CRM system. By helping them connect the customer data warehouse to personalized solutions, we also helped them interact with their customers at every digital touchpoint. Also, turning data into insights helped them optimize customer data and take customer support to the next level with advanced customer experience analytics.

Quantzig's customer experience analytics solutions helped the client to:

- Develop a blueprint for deploying a customer experience analytics platform
- Offer better customer experiences and improve operational efficiency
- Improve customer experience by 2X

What is Customer Experience Analytics?

The crux of customer experience analytics revolves around data discovery, data integration, and data analysis. It adopts a strategic approach to help businesses make well-informed, data-driven decisions through actionable insights. Moreover, customer experience data can be leveraged to assess strategies that work and identify roadblocks hindering customer experience.

Not many understand the true potential of customer experience data. Request a demo to learn how customer experience analytics can positively impact business growth by improving customer loyalty.