



EBOOK

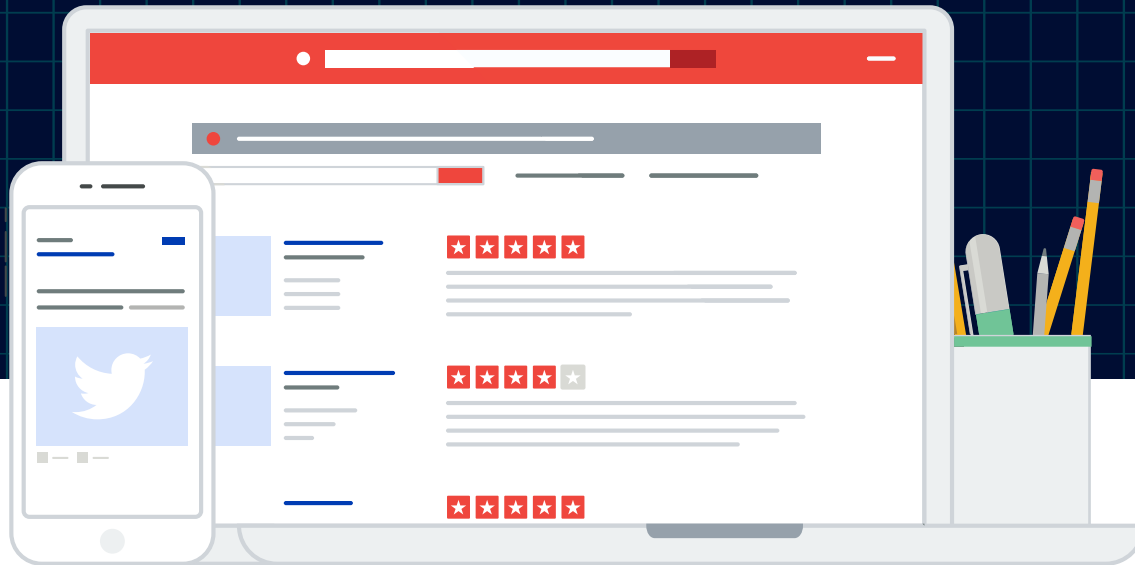
Travel & Tourism: 5 Tactics for Customer-Driven Differentiation





When people are traveling, they expect a great experience.

If there is any industry that relies on positive customer experiences to succeed, it's travel and tourism. Unlike day-to-day transactions like grocery shopping, dropping off a car for repair, or paying a mobile phone bill, when people are traveling, they expect a great experience



An excellent customer experience has always been a focus for many organizations, but what has evolved over time is how companies measure that experience. It used to be that customer feedback was shared through suggestion boxes on the reception counter, but the rise of social media and review websites changed the way the hospitality industry listens to the voice of customer. Now, guests aren't just telling you what they thought of your hotel—they're telling the world.

In response, companies must evolve their approach to not just listen to customers directly through surveys, but to include other indirect data sources so they can gain a holistic picture of the customer experience, and then take action to increase loyalty and grow the business!

If an airline, agency, hotel, or resort wants to differentiate from the competition by optimizing their customer experience, there are several tactics which they must employ throughout each touchpoint:

- 1 Personalized Packages & Offerings**
- 2 Tailored Membership Programs**
- 3 Targeted Marketing Outreach**
- 4 Empowered & Engaged Staff**
- 5 Optimized Approach to Customer Data**



FIRST TACTIC

Personalized Packages & Offerings

Personalization is a major trend in the CX industry, and for good reason. When companies put in the effort to tailor every element to a customer's preference, that customer feels valued. This is an equation for customer satisfaction that the travel and tourism industries can easily utilize by paying attention to specific details in a hotel suite or offering specialized beverage products in a flight.





SECOND TACTIC

Tailored Membership Programs

Membership programs are a sure way to encourage customers to schedule another visit or book another flight. These programs can serve as a great way to increase brand loyalty and convert customers into advocates—and it's also a great way to get more customer feedback.

One global leader in casino-entertainment offers a loyalty program that keeps track of member activities such as dining or show attendance. Once recorded, an activity triggers a specified set of survey questions to be sent out to the customer, who is then invited to leave feedback on the experience. This program then functions as both a loyalty tool and as a data collection method.



THIRD TACTIC

Targeted

Marketing Outreach

In order to develop a targeted campaign and accurately reach a customer, companies must first have a clear and defined picture of their customer's identity. This is the primary function of customer experience, and with functions like customer listening and advanced analytics, businesses can be sure that they are getting insight into what really matters to their customers. Once a clear, unified voice of customer is defined, marketing campaigns can be optimized for a targeted audience.



FOURTH TACTIC

Empowered & Engaged Staff

Empowering staff means providing them with the right insights, but it also means making it easy for them to impress customers and resolve their issues.

If employees need to jump through a series of hoops in order to get approval from various managers and higher ups, they can feel like resolving an issue may be more trouble than it's worth. By giving employees the ability to use their best judgement and resolve issues, you are giving them the tools to do their best.

With InMoment's Case Management solution in our industry leading CX platform, the XI Platform, employees receive real-time, intelligent alerts via push notifications, SMS, and email, which empower them to effectively manage, assign, track, prioritize, and remedy individual incidents and widespread occurrences within the XI Platform or their CRM of choice.

You can learn more about Case Management [here!](#)



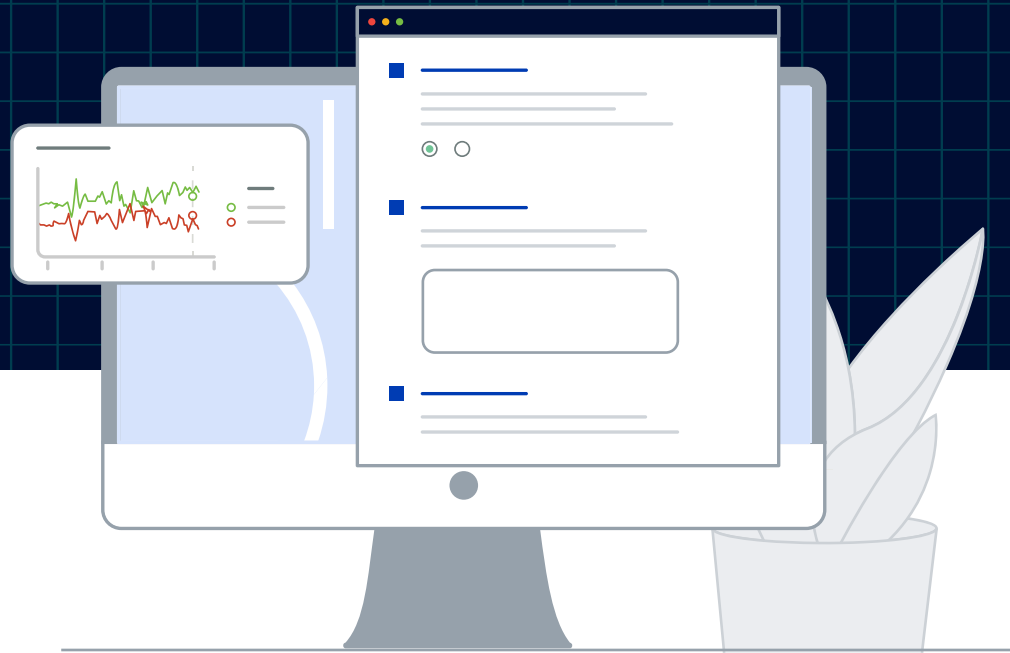
FIFTH TACTIC

Optimized Approach to Customer Data

Data capture helps to lay the foundation for a successful CX program and, ultimately, for positive customer experiences. However, if done in the wrong way, data capture can have the opposite effect and cause survey fatigue and irritation in your customers. This makes it even more imperative to reach out to customers at the right times and in the right way.

One proven way to approach customers successfully is by using opt-in programs targeted at specific customer groups to collect data about customers. This way, customers are choosing to offer feedback and any further contact will be expected and welcome. This enables companies to utilize direct customer research, like surveys and interviews. Additionally, brands need to look to other data sources, such as social media, online reviews, and beyond to get a more actionable view of the customer experience.

Learn more about modernized customer listening [here!](#)



As organizations in the industry gain a better understanding of their customers and the behaviors and needs that define them, they are better poised to develop targeted experiences—and to give staff the training and tools needed to empathize and respond to different types of customers to keep them coming back to your business again and again!



Improving experiences is why InMoment exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at inmoment.com/

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