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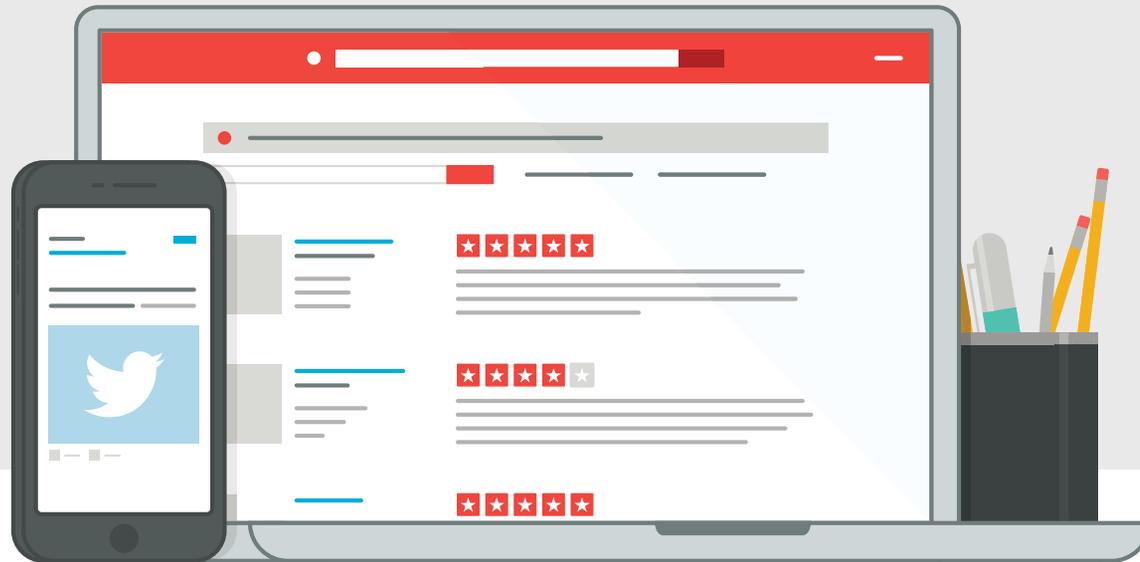
Travel & Tourism: 5 Tactics for Customer-Driven Differentiation

inmoment



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 cell phone bill, when people are traveling, they expect a great experience.

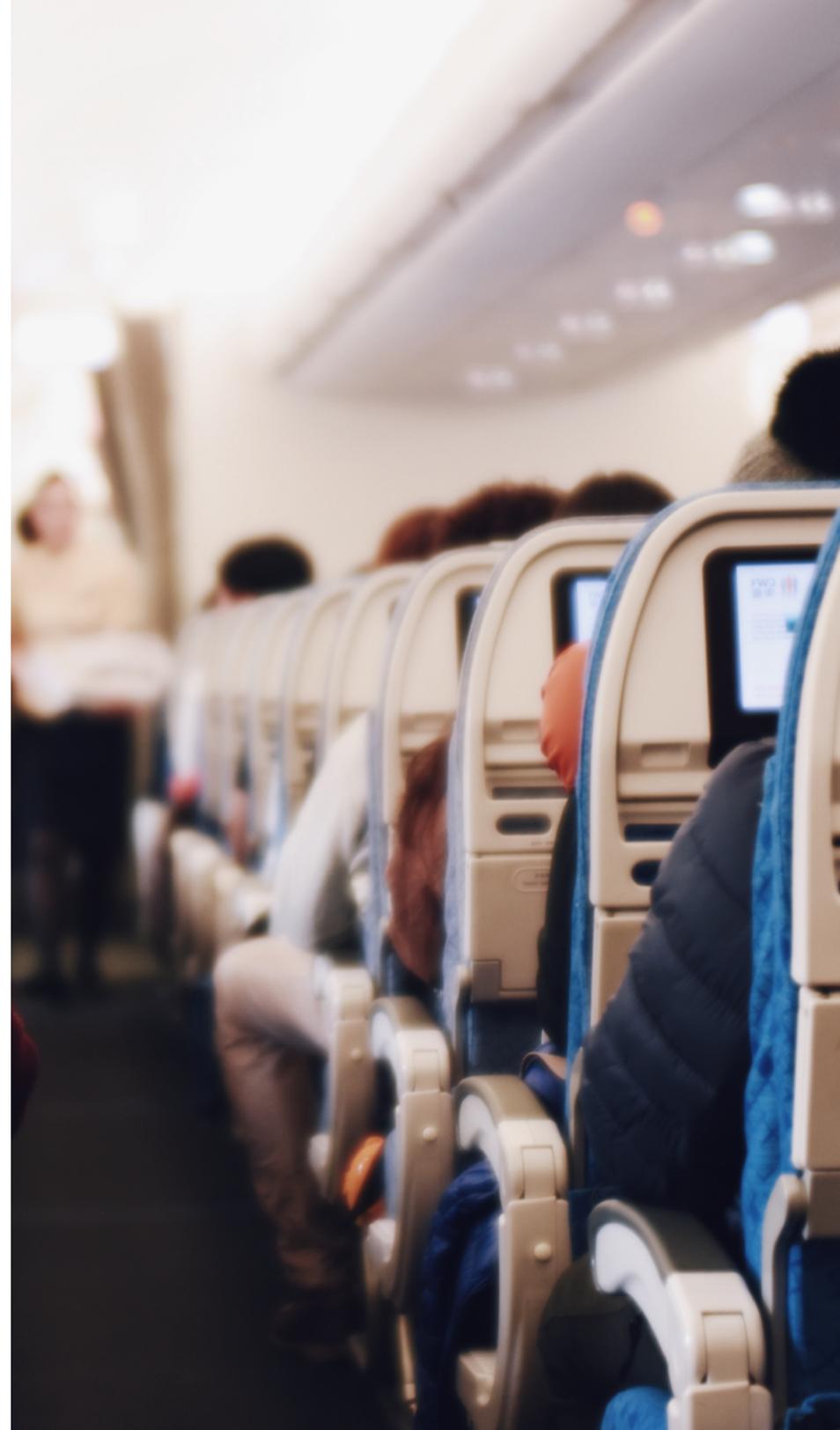


An excellent customer experience has always been a focus for many organizations, but what has evolved over time is how companies measure that experience. It used to be that customer feedback was shared through suggestion boxes on the reception counter, but the rise of social media and review websites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

In response, companies must adapt, and find new ways to measure not only what customers are telling the brand, but also what they're telling each other.

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

1. Personalized packaging and product offerings
2. Membership programs for different customer groups
3. Targeted marketing and outreach
4. Staff who are empowered to resolve customer issues without unnecessary approvals
5. Better data capture processes at booking, check-in, check-out, and beyond





1. Personalized packaging and product offerings

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

2. Membership programs for different customer groups

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.



3. Targeted marketing and 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.

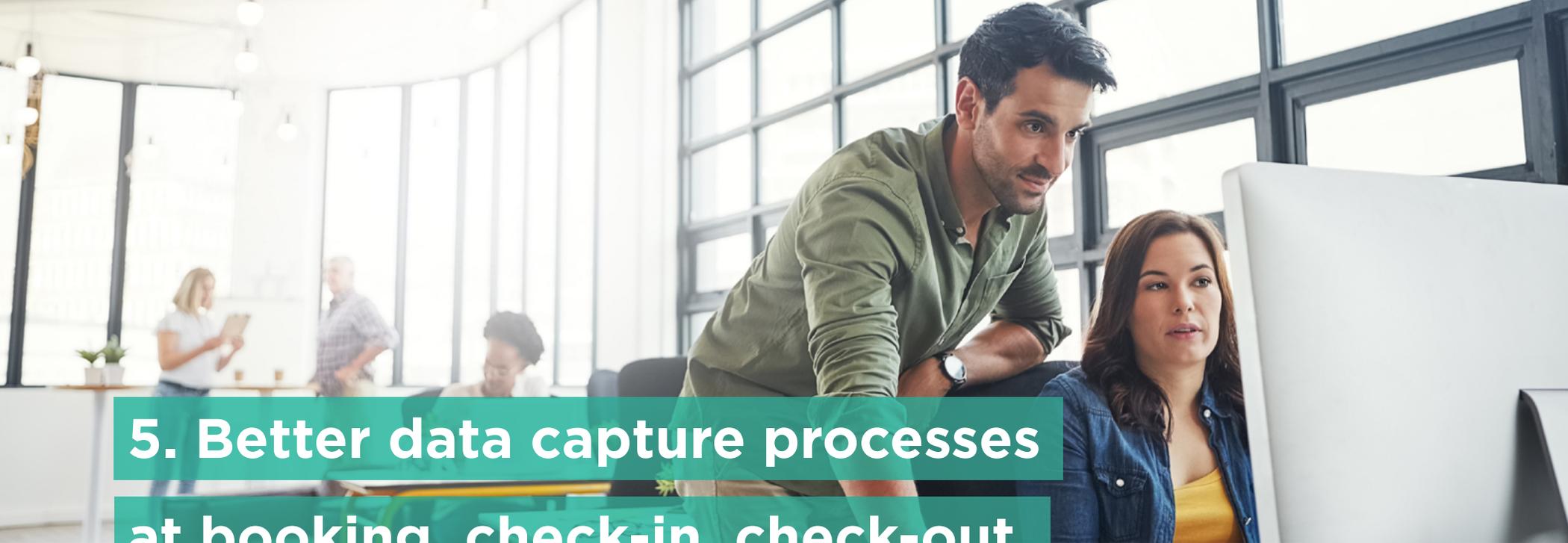
Once a clear, unified voice of customer is defined, marketing campaigns can be optimized for a targeted audience.

4. Staff who are empowered to resolve customer issues without unnecessary approvals

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 help. By giving employees the ability to use their best judgement and resolve issues, you are giving them the tools to do their best.

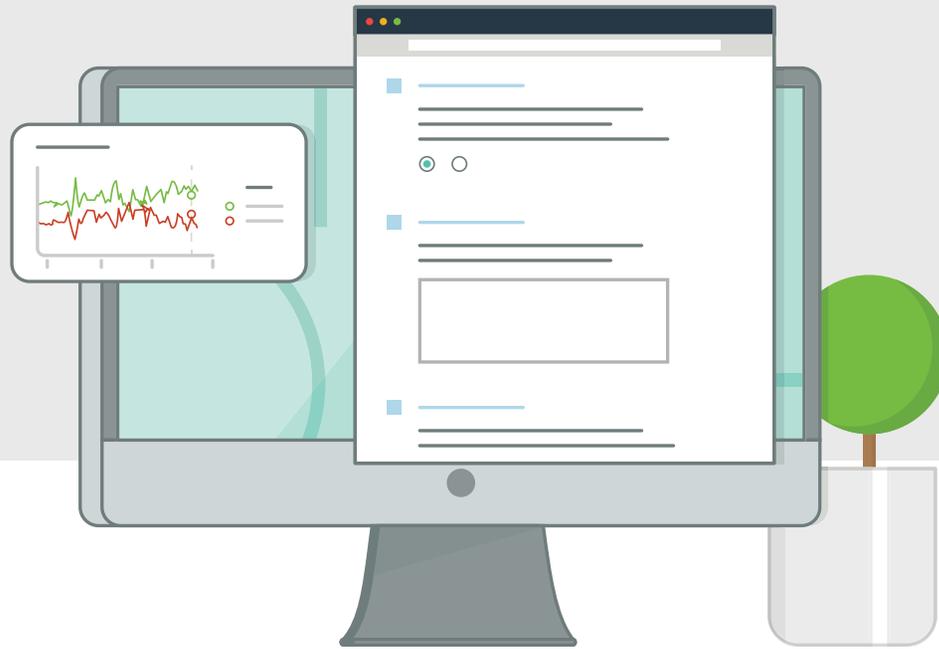
For example, at the **Ritz-Carlton Hotel Company**, “hourly employees have permission to spend up to \$2,000 per guest to solve any problem or dissatisfaction that may arise, without needing to ask permission, without needing to involve management, or worry that they’re going too far.”



5. Better data capture processes at booking, check-in, check-out, and beyond

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.



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.



About InMoment

InMoment™ is the leader in Experience Intelligence (XI), transforming metrics into meaning to drive high-value business decisions and relationships with both customers and employees. The company's cloud-native XI Platform is engineered with data science at the core, and specifically architected to harness intelligence from across the entire experience ecosystem to deliver clear business value. The platform features three clouds that all work seamlessly together to give companies a comprehensive understanding of the most important factors impacting their bottom lines, including: Customer Experience (CX) Cloud, Employee Experience (EX) Cloud, and Market Experience (MX) Cloud. InMoment's approach of providing strategic technical, best practice and thought leadership support ensures that our nearly 500 brands across 95 countries realize maximum business impact.

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