

# NEXT GENERATION CRM - SOM DRIVARE I DEN DIGITALA TRANSFORMATIONEN

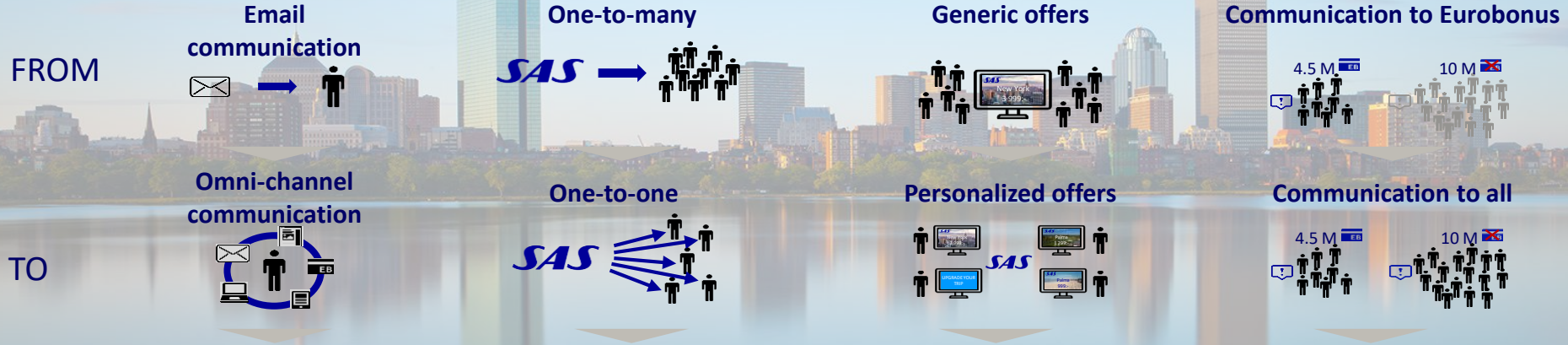
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Scandinavian Airlines System



# AGENDA

- SAS CRM igår/idag/imorgon
- “Kund- & Personaliseringsprojektet”  
och de fyra pelarna i den digitala  
transformationen
- Frågestund

# FROM THE DEPARTMENT THAT DELIVERS ~ 120 M. EMAIL TO THE DEPARTMENT THAT.....



**Know your customer from any angle**

**Move to customer centric operating model from channel centric one**

**Focus on end to end CX and channel orchestration**

## 4 PILLARS FOR SUPERIOR CUSTOMER EXPERIENCE THROUGH PERSONALIZATION



One customer view in all channels



Omni-channel real-time marketing



Content & offer management



Organizational alignment

### What's Involved:

- Unified customer profile
- Single view of the customer and understanding of data
- Multi-channel analytics and reporting
- Digital attribution to CRM data

# BRING DATA(BASES) & EMPLOYEES TOGETHER TO UNIFY THE CUSTOMER PROFILE



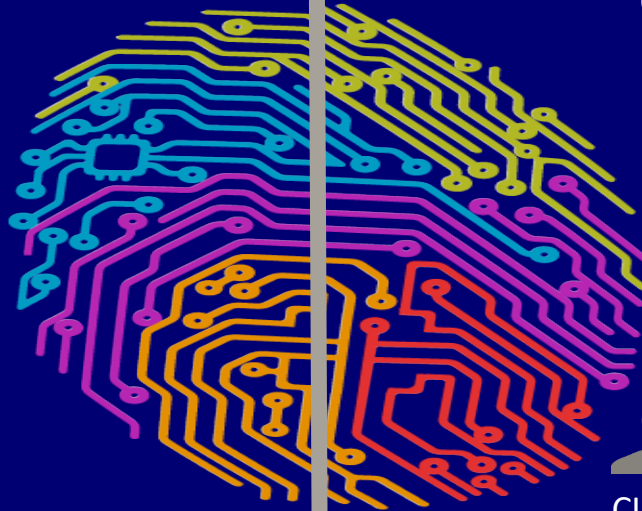
## ONLINE BEHAVIOR VARIABLES

- + 1<sup>st</sup> part data - SAS channel customer behavior
- + 2<sup>nd</sup> party data – partner channel data
- + 3<sup>rd</sup> party data – customer profile from online data eg interests and demographics



## CUSTOMER IDENTIFICATION

- + IP address
- + Device id
- + Cookie



## CRM DATA

- + Transactions history
- + Demography
- + Third party data (eg. Mosaic)



## PREDICTIVE MODELING

- + Propensity to travel
- + Propensity type of trip
- + Route propensity
- + Co-brand
- + Ancillary & attached propensity



## CUSTOMER DNAS

- + Purpose of travel
- + Price sensitive
- + Share of wallet
- + “Booker type”

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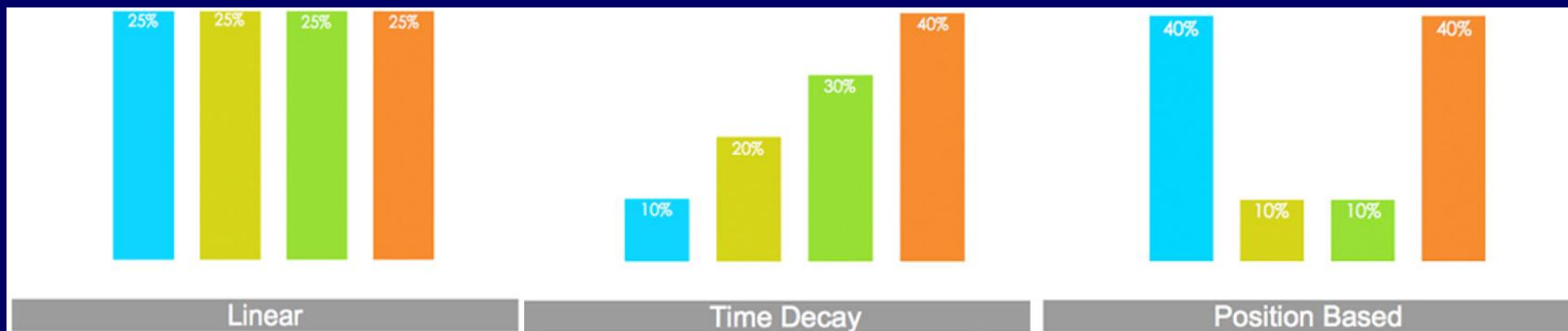
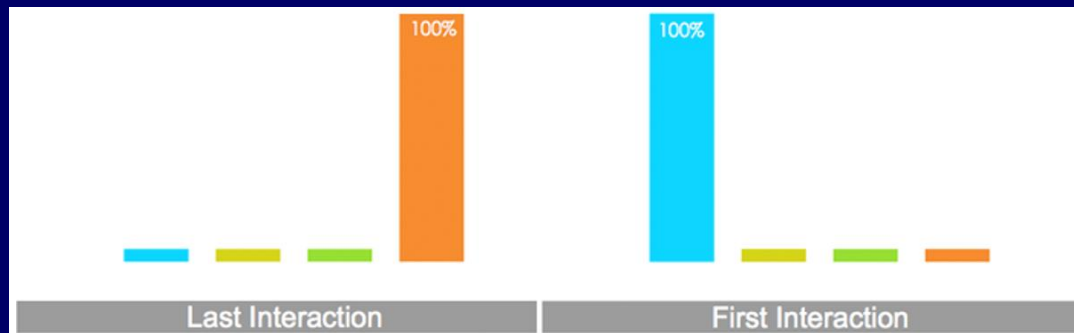


Organizational alignment

### **What's Involved:**

- Visual campaign orchestration
- Targeted segmentation
- Real-time interaction and reporting

# Rule Based Attribution



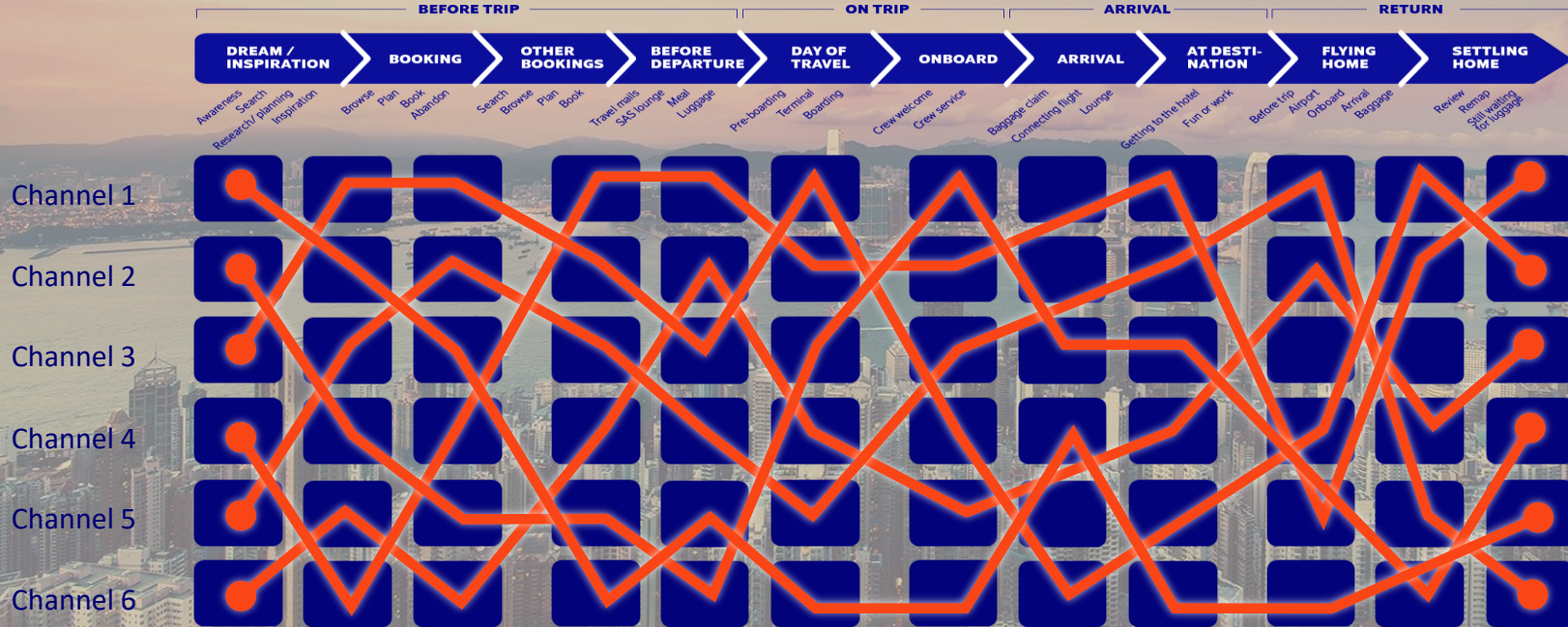
# Don't make it too complicated (...in phase 1)





# CUSTOMER JOURNEY BEHAVIOR

No customer journeys are the same



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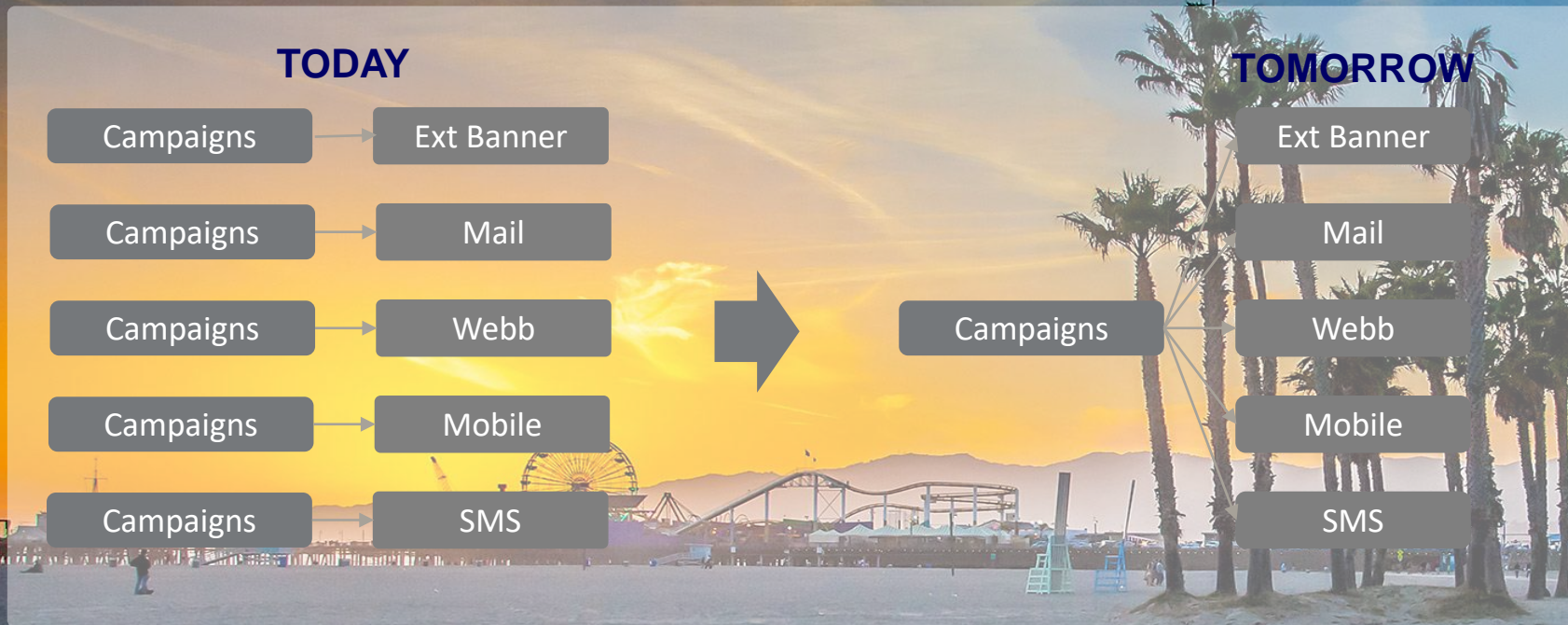
### **What's Involved:**

- Centralized digital asset management
- Responsive design
- Create content once, deploy everywhere
- Target experiences based on profiles and behaviors
- Channel and campaign



# CONTENT AND OFFERS WILL BE SET UP IN ONE INTERFACE FOR ALL CHANNELS

This is related to campaigns and content both for identified customers and un-identified customers



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Organizational alignment

### **What's Involved:**

- Strategy “buy-in” all groups understand the end goal and effort involved
- Coordinated approach to becoming a data driven organization
- Digital strategy, digital sales, digital marketing needs to follow the customer behavior and optimize on the conversion
- A common, role-based & multi-channel KPI framework



# ALIGNMENT OF ORGANISATIONAL SILOS





When **everything** seems to be going **against** you, remember that the **airplane** takes off **against** the **wind** not with it.

**Henry Ford**

*Founder, Ford Motor Company*



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