



## Engaging the Connected Traveler

Engage Connected Travelers and Transform Relationships with Data and Analytics

## Your Business Problem

Every journey begins with a single step. For connected travelers, that first step typically involves a digital device that will help them plan, pursue and then reminisce about nearly any trip. Habitually plugged into their devices, these travelers offer a tremendous opportunity for car rental companies to build loyalty, find and attract new travelers, and transform delivery of their services via this seemingly captive audience.

However, connected travelers also present new challenges. It has become increasingly imperative to understand their interactions across channels and directly engage them throughout their journey lifecycle. Retailers have been successful with this omni-channel approach, offering seamless integration across multiple touch points through a 360-degree view of the customer.

For car rental companies who often have disparate data residing in multiple systems, capturing that single customer view has been challenging. Without an understanding of interactions and transactions across channels, it's difficult to effectively engage travelers.

## A New Approach

Engagement is the key to unlocking opportunity, which is fostered by providing travelers with information they need—when and where they want it. This requires knowledge about travelers and the ability to identify them across channels to connect and engage. It also requires the ability to integrate transaction and interaction data.

Most car rental companies have systems already in place to understand travelers and interact with them in channels, but not necessarily in a cohesive ecosystem that integrates all their data.

For more than 35 years, Teradata® has helped organizations unify and analyze massive amounts of data, just like this. For car rental companies, Teradata provides the ability to understand interactions, transactions, and individual travelers across channels. They empower organizations to take an omni-channel approach in offering customized, personalized communication along every facet of their user experience. The key is taking a holistic approach across all touch points to understand customer interactions across channels, not just within a channel or just where transactions ultimately occur.

## Teradata Solutions

Teradata brings extensive experience working with car rental companies to engage travelers and transform marketing, operations and service delivery through analytics and data. Better understanding and engaging the connected traveler involves a number of areas, which include:

- Analytics and insights
- E-commerce and digital strategy
- Operations
- Personalized interactions
- Planning and loyalty
- Connected data

To effectively engage connected travelers, Teradata solutions are built around a variety of business analytics consulting services, applications and technology. Our analytics consultants enable innovation, data discovery, and new analytic capabilities. Our applications drive business improvement across channels and business units. And, our technology includes the Teradata Unified Data Architecture™ (UDA), which provides seamless access to all data types to support analytic requirements.

## Benefits/Results

Reaching and engaging the connected traveler on a personal level offers the ultimate benefit of improved customer experiences. This drives customer satisfaction and loyalty, profitability, and more. Insights about these valuable customers can help improve marketing, refine new products and deliver new services.

Teradata offers tailored solutions to reach the connected traveler through a number of ways, such as:



### Analytics and Insights

- Transition from reporting to discovering and operationalizing new insights that add business value.
- Understand the most common customer paths to booking and abandonment—across all channels.
- Analyze text data, such as call center, surveys, social, ratings, and reviews, to understand customer opinions and sentiment.
- Extend segmentation from traditional value to behavioral segmentation.

### E-commerce and Digital Strategy

- Protect the brand by delivering an engaging digital experience consistent with brand values.
- Deliver customer experiences across a trip lifecycle that is consistent with brand differentiators.
- Incorporate previous booking patterns into the options presented while they shop.
- Understand social media and engage in an informed way.
- Prioritize digital investments based on cross-channel attribution.

### Operations

- Use digital technologies to deliver customer insights and product information to create a convenient yet personalized experience.

## What is the Teradata Difference?

With thousands of implementations across all major industries, Teradata offers field-proven data and analytics solutions backed by decades of best practices and expertise. Our advanced analytics professionals and industry consultants have worked with leading hospitality and travel companies around the world, so we have the experience and expertise to empower car rental companies to understand and engage the connected traveler for transforming relationships and delivering business value.

- Develop new service offerings that lower costs or improve service through connected devices.
- Identify operational improvements and cost savings opportunities from new data sources (e.g., sensor data).
- Provide travelers with easy access to product and service information.

### Personalized Interactions

- Incorporate customer-specific shopping and purchase patterns to generate personally meaningful and profitable offers and communications.



- Communicate with travelers in the best channel throughout the lifecycle of a trip.
- Create real-time offers for ancillaries.
- Identify the best travelers over time, as well as what motivates them to do business with your company.

## Personalized Offers Boost Monthly Bookings

An online travel company was realizing good response rates from targeted e-mail campaigns, but the rates were not increasing. Conversion rates of offers during web shopping visits were also not meeting goals. Customer offers were not making use of detailed traveler-specific information. The company worked with Teradata to implement an Active Enterprise Intelligence™ solution, which enabled the display of personalized, real-time web offers and more focused email offers that reflected recent and specific interests during the web shopping session. The results:

- Personalized email offers are 8x to 12x more successful than generic offers.
- Online has realized 7x more clicks, and 4x to 5x more bookings.
- Increased monthly bookings represent more than \$2 million in potential annual revenue.

## Planning and Loyalty

- Engender loyalty and appropriate margins through informed planning.
- Understand how connected traveler shopping and booking behaviors are impacting pricing and capacity planning.
- Capture and incorporate customer, transaction, interaction and capacity data to enable dynamic pricing of ancillary services.
- Understand the impact of post-trip social media sharing on future demand and revenue.

## Connected Data

- Connect multiple types of data across platforms and technologies to deliver new business capabilities.
- Associate customer profile information with transactions, interactions and service experience.
- Quickly source and explore new data types, and integrate with traditional data.

## For More Information

To learn more about Teradata solutions for engaging the connected traveler, contact us at [Teradata.com/contact-us](http://Teradata.com/contact-us).

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