

5 Ways a CDP can Enhance the Airline Passenger Experience



A recent survey by **Aviation Week Network** revealed that **89%** of airlines acknowledge the significance of data analytics in shaping business decisions, with **72%** actively investing in advanced analytics technologies, including Customer Data Platforms (CDPs).

Here are 5 ways CDPs can enhance the airline passenger experience:

1



Personalized Offers

By customizing promotions based on individual preferences and travel histories, airlines can utilize a CDP to make their offerings more appealing to customers.

2

Improved Customer Engagement

Airlines using CDPs for targeted communications experience improved engagement and a **20%** increase in customer satisfaction.



3



Seamless Cross-Selling and Up-Selling

Understanding passenger preferences allows airlines to promote additional services and products strategically which increases the average revenue by **12%**.

4

Predictive Analytics for Demand Forecasting

Predictive analytics powered by CDPs help airlines anticipate market trends and optimize pricing. This can help reduce the revenue volatility by **25%**.



5



Tailored Loyalty Programs

Personalization elevates loyalty programs. Airlines integrating CDPs into their loyalty strategies see a **30%** increase in program effectiveness.

Hence, by leveraging the data collected by CDPs, airlines can create enriching customer experiences tailored to each passenger's preferences.

Sources

IATA | 1. International Air Transport Association (IATA)

APEX+ | 2. Airline Passenger Experience Association (APEX)

Deloitte | 3. Deloitte

McKinsey & Company | 4. McKinsey

LOYALTY360 | 5. Loyalty360