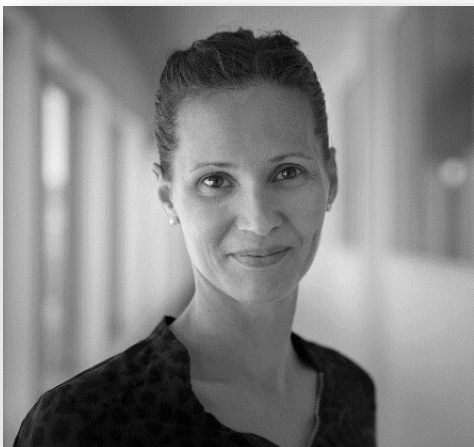




October 4, 2019

Air Greenland Intelligent Use of Data to Gain Loyalty

Agillic Summit 2019
October 1st



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**Air Greenland
operation area**

Size as Europe



Europe

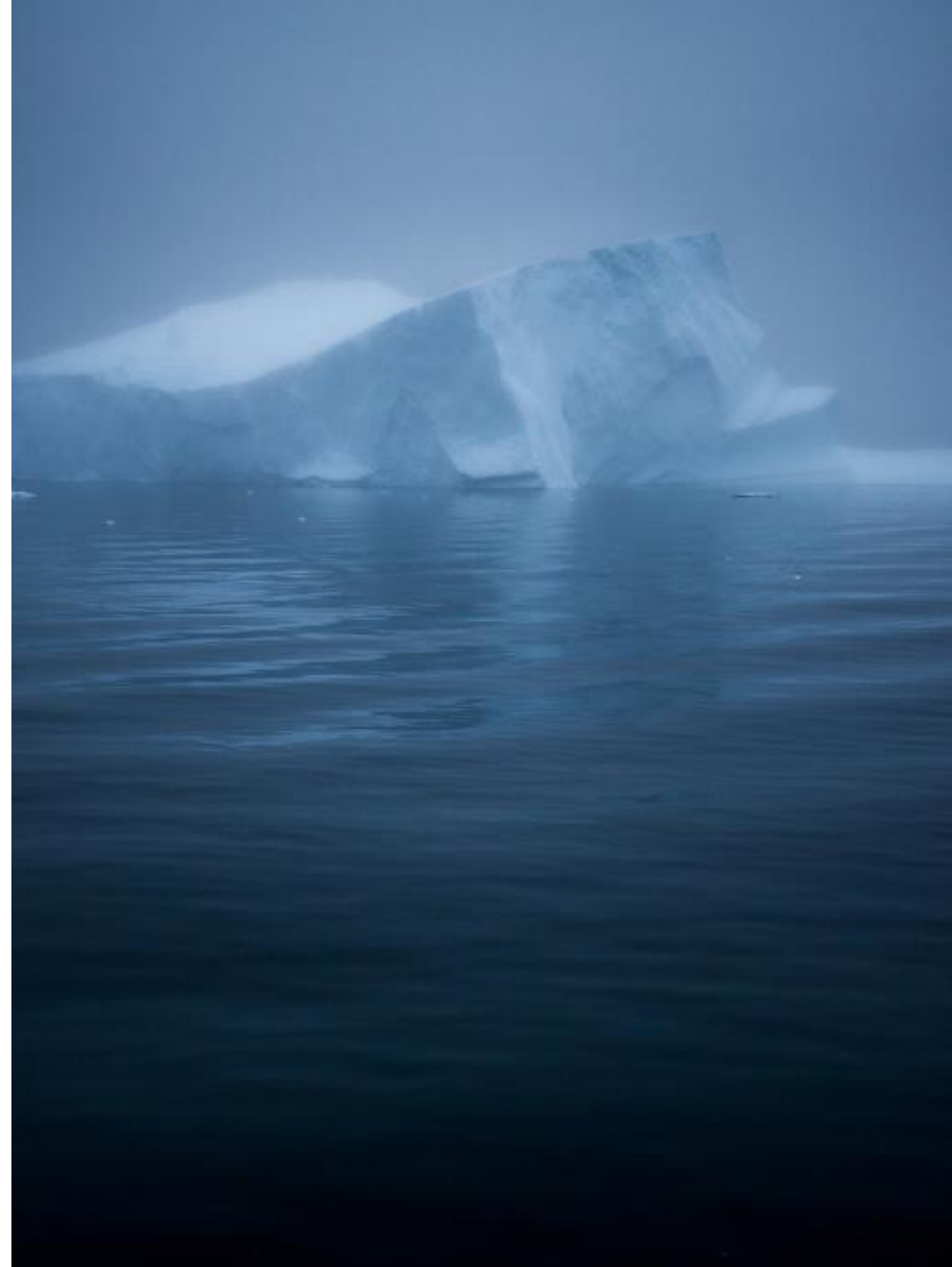
Air Greenland daily operation



Business critical challenges for Air Greenland

Increased competition the next
years – pressure on business model

Limited knowledge of the
passengers – scattered on different
platforms



Clear demand from the Board of Air Greenland

Increase market position and minimize the market attractiveness for competitors:

1. “Establish a data driven customer club in order to create customer understanding, - loyalty and – satisfaction. Make the customers return and buy more”
2. “Change focus from operations to customers”
3. “Increase the customer understanding of AGL as a significant part of the Greenlandic society - and full service carrier”



Club Timmisa



air greenland

Club Timmisa

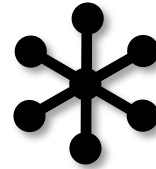
Your Essential Travel Partner



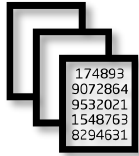
Directions and goal



"Must Win Battles"



"One Customer View"



"Big data"



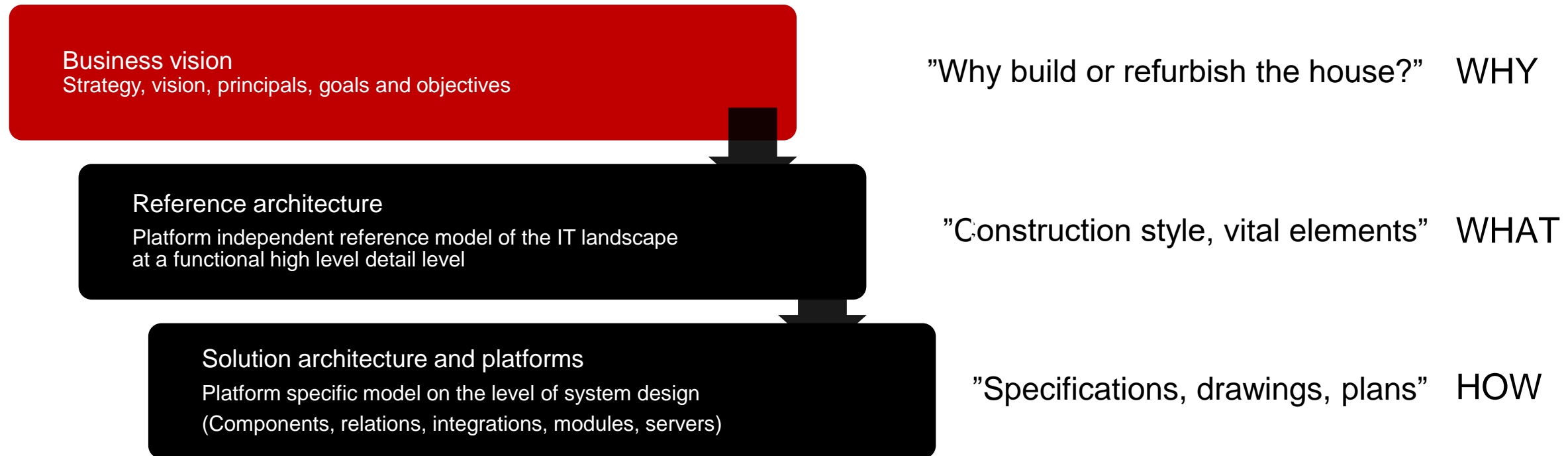
Personalization and individualization

Executed on Customers' premises

Further development of Air Greenland as a **customer-centric company** based on data and data-driven decisions, where a **data** environment, **insight** tools and **automated** platforms **ensure the good customer experience**, individualization and the **constant relevance** for the customer



The process from scratch to launch



Utilizing the business vision and creating a roadmap



Implementation and continuous execution



Creative design of
the platforms



Digital design & UX

Technical execution
of the concept



Data, platforms and architecture

Communication
and marketing of
the platform



Bringing content to live

Development of
SoMe strategy

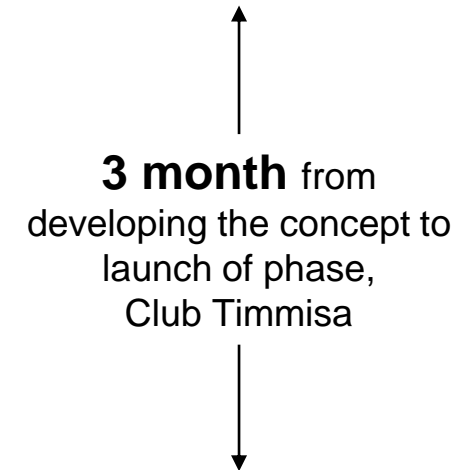


Dialogue



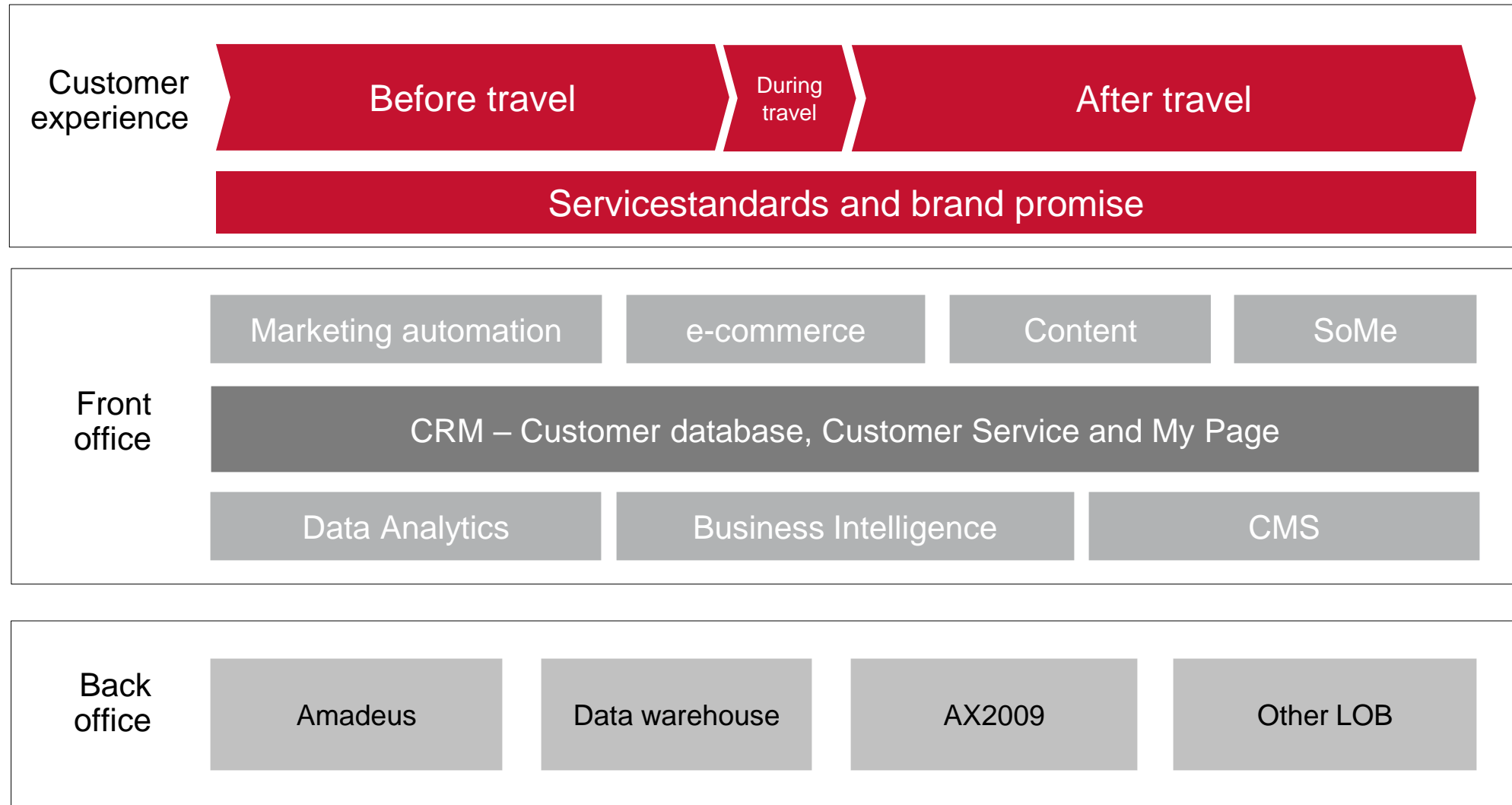
Developing a loyalty program – the concept

POWER OF
EXCECUTION
Continuous development

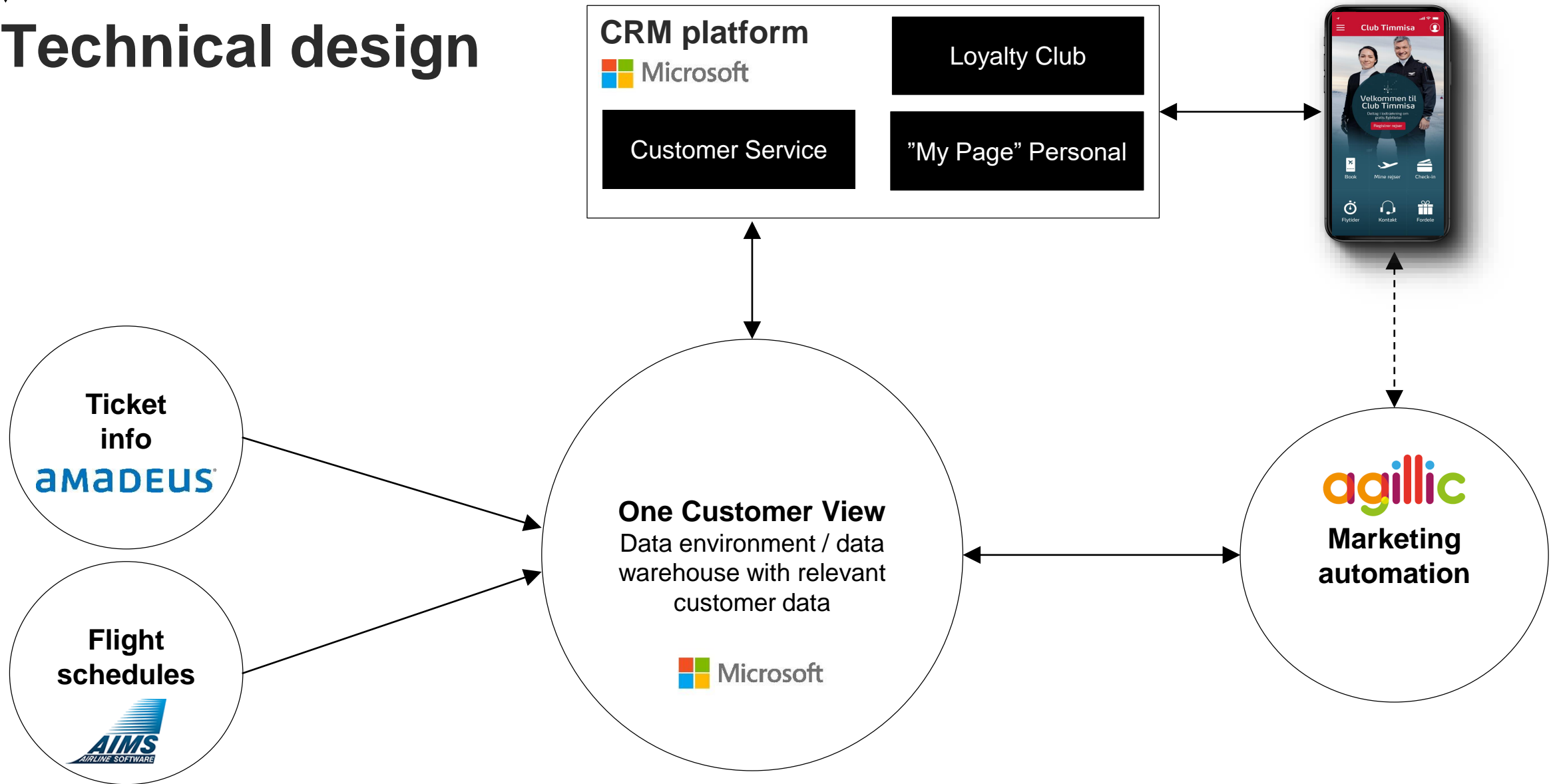


THE FOUNDATION
Loyalty and retention

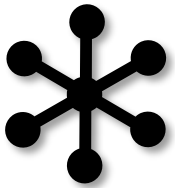
Reference architecture adjusted to Air Greenland



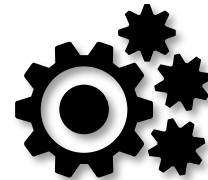
Technical design



Foundation and the output



Addressing a number of touch-points (digital and physical)



Collecting +250.000 new data entries on a monthly basis



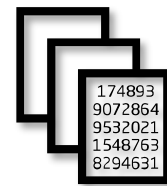
Behaviour from users is collected in an data ecosystem



250.000 customer touch's on a monthly basis e.g. with personalized e-mails



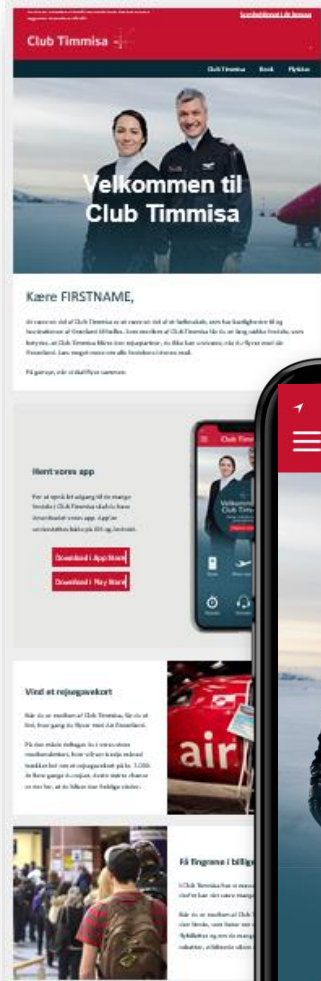
The behaviour is attached to customer data from Amadeus, CRM and app



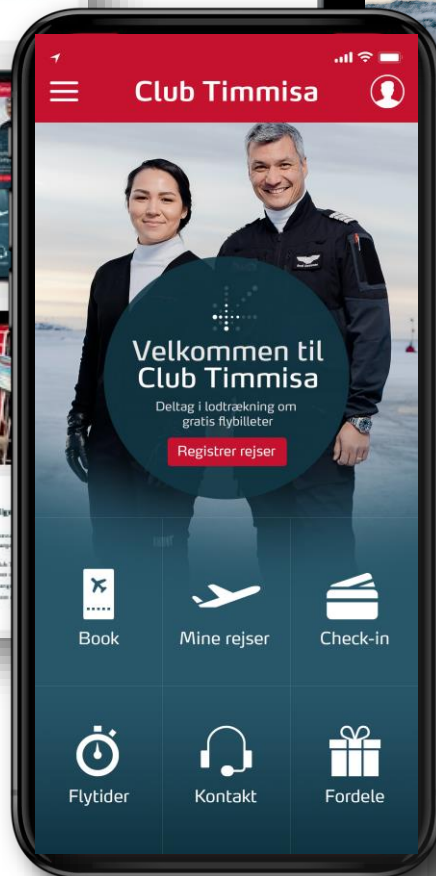
+20% of Greenland's population are members in Club Timmisa (after 6 month)



How do we deliver a positive customer experience and continuously gain customer loyalty?



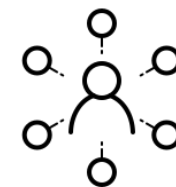
e-mail



iOS and
Android app

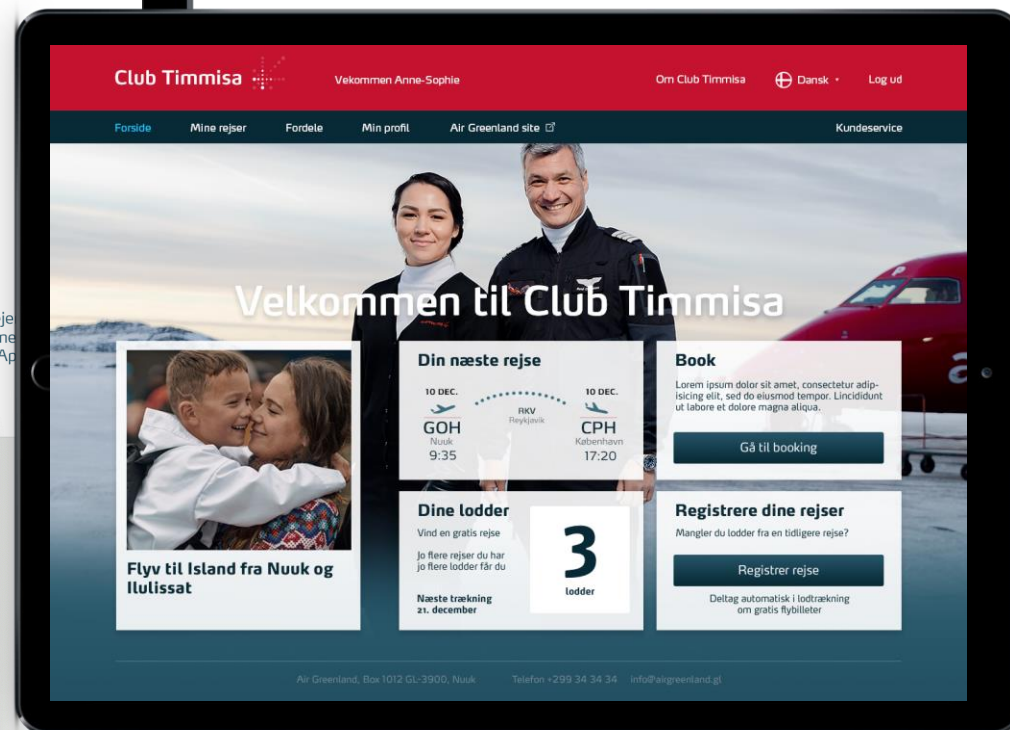


Webpage









Truly
Omnichannel

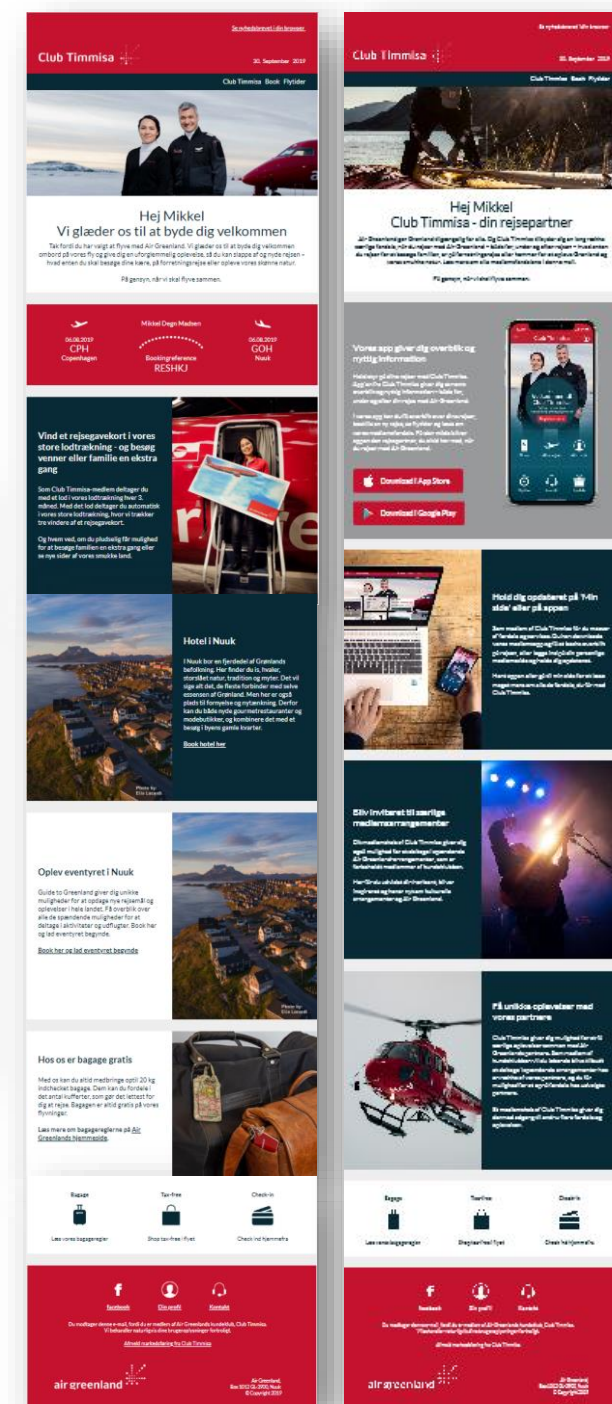
A strong and involving digital
design on all platforms with a
strong UX



Personal "MyPage"

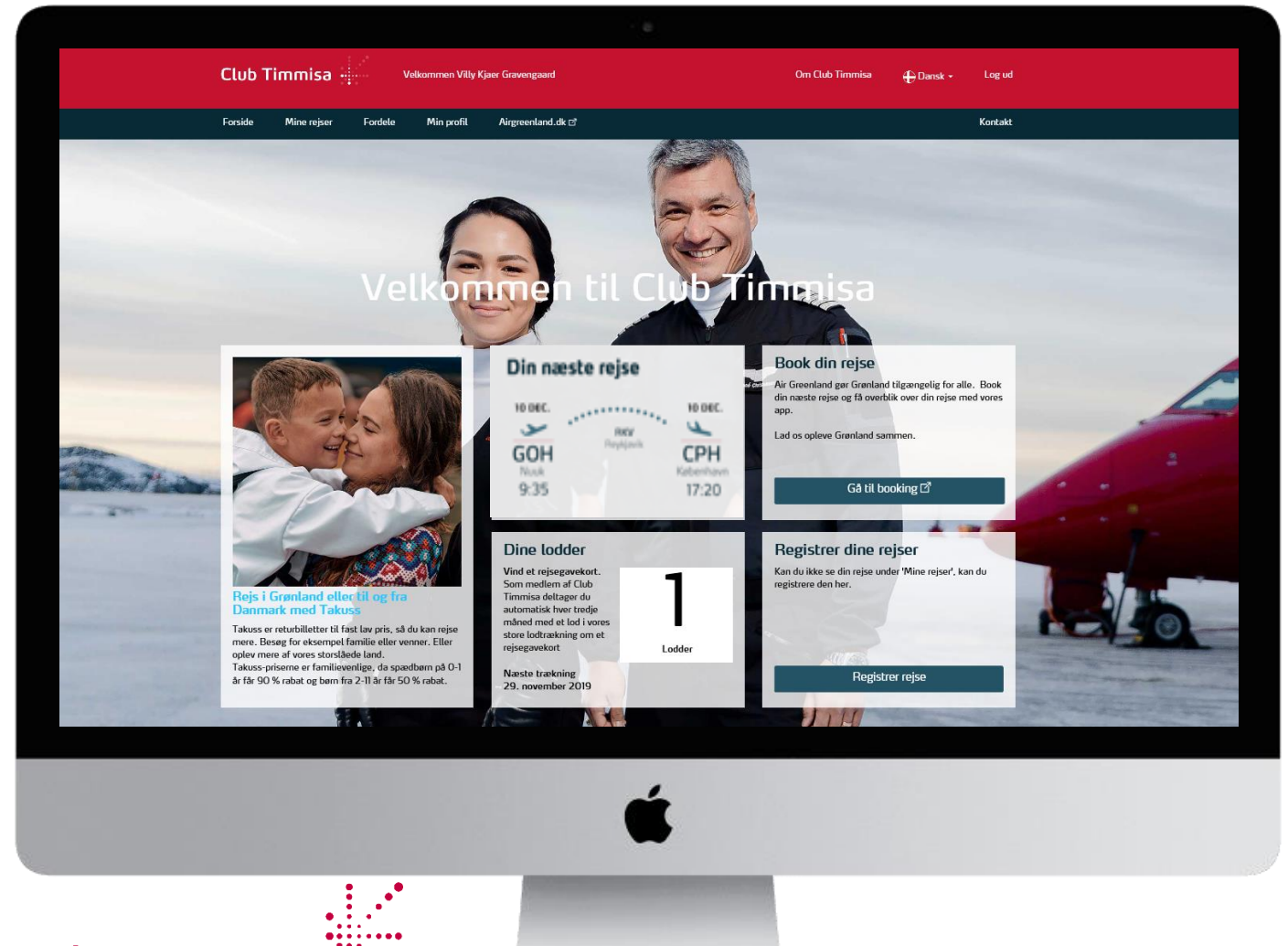
Personalized customer approach via e-mails

						
Customer Journey	Onboarding	Count-down	Transfer	Recognition	Retention & ongoing recom.	Campaign
Fase	Inspiration	Booking, purchase/pre-flight	Transfer	Post-flight	Inspiration	Inspiration, purchase
Flow	A triggered flow of 4 welcome-emails, introducing the program, calls for app download	A triggered flow of 3 emails thanking for purchase. Counts down with relevant inspiration and upsale	A triggered flow of 1 e-mail when transfer >4 hours. Ideas for activities in transfer airport	A triggered flow of 1 e-mail, thanking for flying with Air Greenland	A timed flow of 1 e-mail, with general communication, ongoing offers (incl. 3rd party), based on behavior and customer data	A timed flow of 1 e-mail with relevant offers – e.g. ticket offers based on closest airport



Personalized customer approach via personal portal - MyPage

- Personal overview
- Customer self-service
- Preferences
- Customer database direct connected to portal



Results at a glance



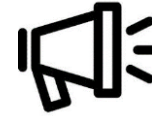
Collect data in one ecosystem
– known and unknown users



Automate, personalize and individualize content and offers



Collect **relevant knowledge**
based on individuals'
preferences, wishes and behavior



Planning, sales and marketing
decisions are now made on a
better basis of factual knowledge



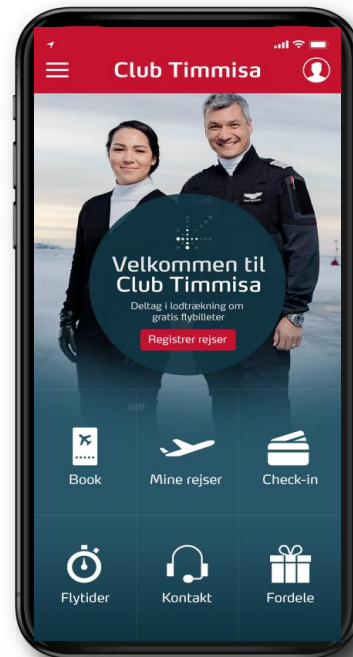
Increased attractiveness of Air
Greenland and increased
customer satisfaction (**loyalty**)

Just around the corner – next steps

Just around the corner



Strengthen with even
more relevant content



From **batch data** update to
real-time data handling

Use data both as a **service**
parameter and **commercially**

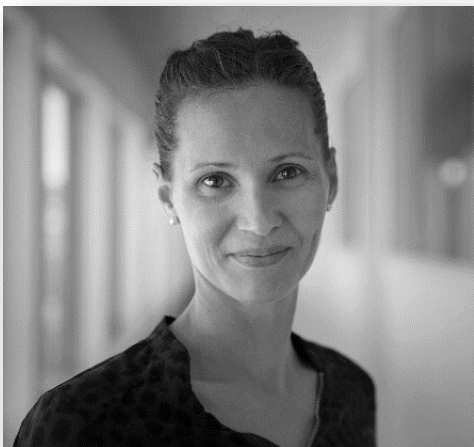


Activate **more digital**
channels – in-app messages
and more web

Get flight **updates real-time**

Developed more flows –
both scheduled and triggered





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Q&A

Club Timmisa



air greenland



