Major **cruise line** deploys

AI accelerators to regain profitability

AI solutions manage pent-up travel demand after COVID-19 and improve overall customer journey experience

CRUISING TOWARD DEEPER CUSTOMER UNDERSTANDING

Countless cruise vacations were put on hold or canceled altogether during the COVID-19 pandemic. Once travel restrictions were lifted, a major cruise line anticipated pent-up demand of over 40 million customers, which warranted a more robust customer data platform (CDP) to manage the market size growth better.

The cruise line wanted to shift its focus to the customer's journey experience and enhance the guest experience across all interactions with the brand. They wanted to take more data ownership and increase their capability to unlock the power of analytics. The initial step in the process involved consolidating customer data and identifying customer personas for targeted personalization.

Tredence is a leader in customer analytics with deep experience in journey analytics to address existing pain points and recommended proven, self-service solutions to deliver positive outcomes at scale and without a long execution cycle.

OUR STRATEGIC, VALUE-ADDED APPROACH

Tredence partnered with the cruise line to reimagine its marketing model and meet the growing demands of the post-pandemic era as customers returned to cruise experiences. The strategy was to add value by combining state-of-the-art technology, tools, and partnerships for an enterprise-level transformation focused on journey-based marketing. Tredence's AI/ML-driven solution accelerators were leveraged for this modernization effort.

REIMAGINING CUSTOMER EXPERIENCES FOR THE CRUISE LINE

Tredence experts worked closely with several business stakeholders to optimize the following business objectives:

| Building a unified customer data model for marketing activation | Customer journey consolidation and prioritization | Customer-centric campaign operations | Marketing orchestration via multi-tech stack | Holistic, full-funnel marketing measurement |

HARMONIZING DATA FOR A UNIFIED CUSTOMER DATA VIEW

Data harmonization involved an iterative and agile approach. This process usually entails exploring, combining, cleaning, and transforming raw customer profile data from multiple systems into curated datasets optimized for self-service data integration.

Tredence used its unified customer data model accelerator that paved the way to create a single, 360-degree view of the customer that could be easily accessed for marketing and reporting purposes.

Problems encountered

- Lack of a foundational data model to unify and consolidate relevant customer information from different source systems.
- Lack of standardized business rules and metrics definitions that could be used across multiple business brands.
- No built-in data protection in the face of growing cybersecurity risks worldwide.
- Tedious manually performed jobs needing to be automated.
- Disparate data requiring aggregation for simplified reporting and online viewing.

Solutions

- Harmonized customer data and metrics, including the design of a multilevel data model to unify and store customer information in one place to create a holistic customer 360 degree view.
- Standardized metrics across brands, while also creating business rules to capture brand-specific nuances.
- Identified products for ID resolution and customer ID unification across all brands.

Outcomes and impact

- Achieved a faster rate of data ingestion from source systems, enabling a much higher volume of data to be processed, by leveraging Tredence AI/ML accelerator solutions such as customer data model, and a predictive suite of models along with data quality frameworks.
- Aggregated data views for easier reporting at a brand and business unit level. Unified customer ID data, delivering the capability of anonymous, cross-brand matching.
- Automated the data refresh process, resulting in significant cost savings for the client.

THE RESULTS

200+ customer features providing 360° omnichannel visibility

20 schema (customer archetypes) replication to achieve scale

~250 TB volume of data processed every week

+35% anonymous customer matching using ID resolution

SHIFTING TO A CUSTOMER-CENTRIC MINDSET

A paradigm shift from traditional mass-marketing methods of the past to a customer-centric mindset was essential for targeting specific segments within a 40+ million customer base with hundreds of terabytes of data. Legacy systems could not handle such an enormous influx of customer information. It took seasoned data engineers, scalable AI/ML accelerators, and a self-service CDP platform to meet business expectations.

Problems encountered

- Significant data processing gaps in the cruise line's gathering and utilization of journey intelligence, orchestration of marketing/technology tools, and measurement of campaign results via standardized reporting.

Solutions

- Built an easy-to-use, self-service data management platform and customized its modules to suit the business needs.

- Leveraged high-performance computing capabilities of a Leading Marketing Cloud platform for faster, scalable data processing. Also leveraged Journey Builder & Automation Studio to create personalized customer journey campaigns and setup trigger campaigns.

- Set up a customer preference center through a 3P partnership. Implemented a centralized orchestration app and further unified marketing data to measure short- and long-term campaign results.

Outcomes and impact

- Provided a unified data model to scale across three business brands, enabling cross-channel and cross-campaign reporting to inform business decision-makers about campaign performance and to optimize communication touch points based on experimentation.

- Provided flexibility for the business users to design, execute and measure campaigns at a rapid rate.

THE RESULTS

$8M+

budget savings from unified campaign operations

+15%

average improvement in ROI through precision targeting

5x

improvement in turnaround time for campaign setup

150+

lifetime self-serve users in journey orchestration

CONSOLIDATING AND PRIORITIZING THE CUSTOMER JOURNEY

It is not only about the customers anymore, but also about their journeys. Applying the fusion of marketing, experience, and behavior, journey analytics were leveraged to help the cruise line gain a better understanding of customer behavior and target different market segments based on their expressed preferences. reporting purposes.

Problems encountered

- No standard definition of "journey," no clear segmentation of different types of journeys, and no prioritization of journeys within each segment.

Outcomes and impact

- Designed journeys to target customer segments with personalized campaigns from the time of booking a voyage to disembarking from the ship.

- Optimized journey analytics to provide deeper insights into customer behavior patterns around booking cruises, pinpointing the most appropriate marketing and communications methods for a given segment.

Solutions

- Created a journey definition framework, which included customer persona and intent with booking start and end rules, as well as communication touch points.

- Segregated journeys based on macro hierarchies or categories, such as intent, brand, and budget.

- Further segregated similar journeys by customer profile, touch point, and channel outreach.

- Prioritized journeys within segments for intervention using brand and channel preferences, as well as customer lifetime value (CLTV) model scores.

THE RESULTS

15
macro journey segments created at the brand-group level

5%
average increase in key journey conversions after consolidation

$115+
average CLTV improvements on prioritized journeys

Enriched metadata
metadata for journey analytics and optimization

ORCHESTRATING THE MARKETING EFFORT IN A DIGITAL WORLD

The CDP implementation, along with the Tredence LEAF data model, allowed Customer 360 data to be brought into a centralized, self-service interface for optimized queries.

Other specialized products, such as Content Builder and Automation Studio, enabled personalized, journey-based marketing design and efficient scheduling for delivery via select digital channels.

Problems encountered

▸ No data governance, lack of central customer data repository, and no efficient way to personalize marketing campaigns to target diverse audiences.

Solutions

▸ Configured journey rules using the Automation Studio & Journey Builder and provided the marketing team self-service access to modify the rules and unified data extraction via the Segmentation panel.

▸ Built multichannel activation connections for the cloud provider and LiveRamp for paid media, and scheduling of data extract loads, including personalization inputs, for all channels.

▸ Modularized content personalization using Content Builder and curated content selection via Automation Studio & Data Cloud.

Outcomes and impact

▸ Delivered the ability to easily extract audience data, catering to a particular group of customers, and design personalized marketing campaigns—all contributing to faster, simpler design, setup, and simultaneous delivery across multiple marketing channels.

THE RESULTS

User-friendly
journey governance system with real-time activation

15+
marketing channels activated concurrently

130+
customer journeys configured and managed in the cloud

5x
faster turnaround for campaign design and setup

DATA MINING HOLISTIC, FULL-FUNNEL MARKETING MEASUREMENTS

The client wanted to empower its cruise marketers to innovate and experiment with ways to increase customer engagement and bring back churned customers by giving the business the freedom to measure, learn, and replicate "wins."

User access was granted to historical campaign data for analysis, tracking, and reporting of factors contributing to holistic marketing performance and past success, aiming to maximize marketing results and return on investment (ROI) with each new campaign.

Problems encountered

- No organization-wide framework for measuring and tracking customer health (i.e., customer lifetime value (CLTV)), making it difficult to reconcile reporting across brands and deepen customer engagement.

Solutions

- Unified campaign-specific measurements across the enterprise, agencies, and brands.
- Generated scenarios to estimate marketing spend, understand the return on ad spend (ROAS), and optimize the budget for a given customer audience.

Outcomes and impact

- Delivered a 360-degree view of campaign performance to easily identify opportunities for transitioning customers to other brands in the cruise line portfolio.
- Provided the ability to study successful marketing campaigns and apply lessons learned to assist new campaigns targeting a similar audience.
- Improved cruise line revenue by decreasing churn / reactivating churned customers.

THE RESULTS

100+
campaigns optimized for multiple categories

1.5%
average ROI improvement

20M+
churned customers reactivated

>$50M
optimized in annual season budget spend

9%
reduction in cost metrics for digital ads (CPC, CPM, and CPI)

CONCLUSION

This CDP modernization project helped prepare the cruise line business to operate confidently in the post-pandemic era while facing an influx of returning and new customers—with all the associated profile information to manage and the prevailing behaviors to understand.

Implementing AI/ML accelerators, along with supplementary synergistic tools and services, streamlined the client's overall marketing data analytics and the journey-based marketing process.

Marketers now have the tools to successfully launch segmented cruise campaigns via digital channels.

Early results indicate improved ROI as data-driven innovation and experimentation continue to evolve. In this case, data ownership and self-service access were the way to go.

ABOUT TREDENCE

Tredence is a global data science solutions provider focused on solving the last mile problem in AI. The 'last mile' is the gap between insight creation and value realization. Tredence is a Great Place to Work-Certified and as a 'Leader' in the Forrester Wave: Customer Analytics Services. Tredence is 2500+ plus employees strong with offices in San Jose, FosterCity, Chicago, London, Toronto, and Bangalore, with the largest companies in retail, CPG, hi-tech, telecom, healthcare, travel, and industrials as clients.

TAKE THE NEXT STEP

TALK TO TREDENCE

At Tredence, we understand the power of data in transforming customer experiences and unlocking new revenue opportunities. Our work with the major cruise line has demonstrated how the right tools and expertise can turn challenges into profitable outcomes through targeted, efficient, and customer-centric strategies.

WHY SETTLE FOR THE HORIZON WHEN YOU CAN OWN IT?

Engage with Hutokshi Sethna, P&L Leader for Travel & Hospitality, Tredence Inc., who brings deep expertise in full-stack AI tools and processes. Discover how our accelerators can revamp your marketing model, optimize customer journeys, and significantly improve your ROI.

SEIZE THIS NO-RISK OFFER

Ready to drive your business forward?

Ready to drive your business forward? **Connect with us** for a complimentary, no-strings-attached, 60-minute discovery call. We'll explore how you can enhance customer understanding, streamline your marketing efforts, and achieve substantial cost savings.

Learn more: www.tredence.com/industries/travel-hospitality