

Overview

A prominent airline company known for its vast domestic and international network aimed to elevate its digital presence. The need was to enhance customer retention, improve total experience, and create a seamless disruption management process.



Objective

The client desired to revamp the airline's digital platform to deliver a customer-first experience by reducing manual effort, saving development time, and driving a 27% increase in new customer acquisition through advanced UX features and seamless disruption management.

Business Challenges

The airline faced critical challenges that hindered its ability to deliver a seamless and engaging digital experience for customers:

- **Outdated Website Design:** The platform lacked a customer-first digital approach, leading to subpar user engagement
- **Low Customer Retention:** Limited advanced UX features made it difficult to retain existing users
- **Inadequate Insights:** Insufficient user data restricted the ability to revamp the total customer experience effectively
- **Disruption Management Gaps:** The digital platform failed to address customer needs during airline disruptions, impacting satisfaction and trust

The Solution

The airline partnered with Adobe Professional Services to revamp its website using a headless AEM implementation approach. A dynamic front-end built with ReactJS enabled flexible and user-friendly designs, while AEM Sites 6.x provided robust content management, customer journey management, and customer data platform (CDP) services. The solution seamlessly integrated with the airline's core backend GDS systems, ensuring smooth data flow. Leveraging best practices from the Center of Excellence for Customer Journey Management, the solution focused on delivering an optimized and streamlined digital experience.

Value Delivered

The revamped digital platform transformed the airline's customer experience, streamlining operations and enhancing user satisfaction. With automated processes and seamless integration, the airline achieved faster delivery times and a more intuitive, hassle-free interface.

40% Development time saved, enabling quicker deployment of digital updates

27% Increase in new customer base achieved by delivering a Total Experience transformation

85% Reduction in manual effort improved operational efficiency and minimized errors in validation and verification processes

Business Benefits



Faster Development Cycles



Increased Customer Acquisition



Enhanced Operational Efficiency



Seamless Disruption Management