



Customer Journey for Travel

CORMAC CORRIGAN AND MARK LENAHAN

What we do....



We help **travel** companies enhance customer empathy and experience through understanding the **entire** customer journey.

We use a pre-defined end-to-end **customer journey framework** developed just for the travel industry.

Workshop Results



- 1 Understand customer needs through understanding the **whole** journey, not just the parts you are engaged in.

Travel is bigger than any one company!

2 Discover the most **critical touchpoints** from the customers' perspective.

Gaps between actual experience and expected experience.




Workshop Results



3 Compare your customer experience, touchpoints and channels to industry **best practise** and **competitors**.



Workshop Results

A background image showing a hand holding a blue marker, drawing a diagram on a dark surface. The diagram consists of several hand-drawn boxes and arrows, suggesting a process flow. One box is highlighted in blue. The text of the slide is overlaid on this image.

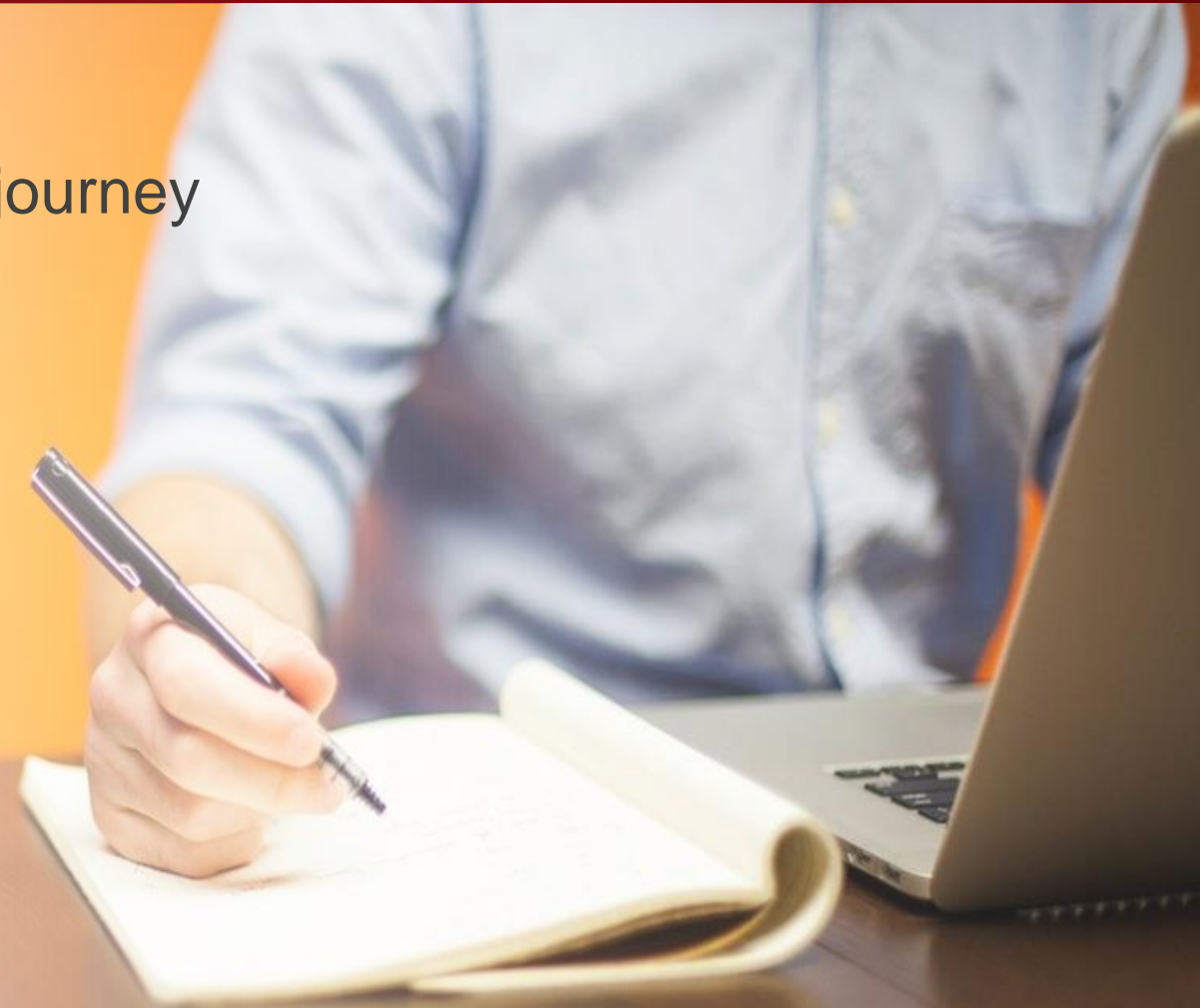
4 Identify tangible **opportunities** to improve your customer experience – including open questions, known issues, process changes needed, updated business requirements.

5 Review and revise your customer **metrics**.

The CJ Ignition Framework



- ▶ The complete end-to-end customer journey for travel.
- ▶ 16 travel journey phases.
+ return journey, + travel disruption,
+ customer lifetime value
- ▶ 100+ touchpoints.
- ▶ 800+ company eco-system:
 - *Who owns the customer engagement?*
 - *How do they make money?*
 - *Who has the data?*



Our Process



- ▶ A collaborative workshop process using the customer journey framework.
- ▶ Customised to suit client's needs.
- ▶ 4-8 weeks engagement*
- ▶ 5-15 days workshops*
- ▶ 6 to 10 key people (vary by workshop)
 - *Sales, Distribution, Marketing, E-Commerce, Customer Service, Revenue Management, Operations, Onboard, Airport, Finance*

(*Subject to customisation and agreed scope)




Benefit #1 – Strategy & Plan



Align the key business units around a common understanding of the customer and a new **customer experience strategy**.

The strategy includes a **prioritised plan of action**, with clear business unit ownership - business units believe it, own it and can implement it.

Benefit #2 – Structure & Culture

A photograph of a paved road winding through a dense forest of tall, thin trees. Sunlight filters through the canopy, creating a warm, golden glow. The road has a double yellow line and a white edge line.

Address business silos and culture: Give business unit leaders a better understanding of the entire journey, especially how different business units impact each other and impact the overall customer experience.


Benefit #3 – Commercial



Unlock **commercial benefits** with updated metrics for measuring customer experience effectiveness and customer lifetime value.

- ▶ Understand and unlock potential from emotional customer experience.
- ▶ Increase revenue: conversion, retention, enrichment, and advocacy.
- ▶ Reduce costs: complaints, efficient processes and higher productivity.

Why Us?

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- A blurred background image showing a person's hands writing in a notebook with a pen, next to a laptop on a desk.
- ▶ **Travel Experts**
 - 50+ years in almost every sub-sector in travel.
 - ▶ **Proven Framework**
 - Multiple technology and airline clients, built on years of solution design and B2B product management experience.
 - ▶ **Low Risk**
 - Fixed price for fixed scope.
 - ▶ **Quick Delivery**
 - Deliver workshop in weeks, start actions within days.
 - ▶ **Structured**
 - Agendas, roles and process defined in advance.

Who are we?



Cormac Corrigan

- ▶ Extensive commercial and technology experience in travel / transportation and retail.
- ▶ Strong track record in leading business and technology innovation, leveraging latest context aware mobile and iBeacon technology.
- ▶ Product management leader in self service check-in products, including kiosk, web & mobile check-in for some of the world's leading airlines.



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Mark Lenahan

- ▶ 22 years in every part of the travel industry.
- ▶ Writer, speaker, advisor on: travel retailing, eCommerce, loyalty programs, customer journey and customer experience.
- ▶ Customers have included: BA Holidays, Cathay Pacific, LoyaltyOne Airmiles, Asia Miles, Color Line, S7, SNCF, TravelSky, Hainan, China Southern, Four Seasons, Malaysia Airlines, Thai Airways, Star Alliance, Amadeus, Sabre, Travelport and American Express.



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