



Customer Journey for Travel

CORMAC CORRIGAN AND MARK LENAHA

What we do...



We help **travel tech** companies to identify new opportunities for growth, expand their market, and reinvent their product roadmap and go-to-market strategy.

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

The Framework

- ▶ The complete end-to-end customer journey for travel.
- ▶ 16 travel journey phases.
+ return journey, + travel disruption.
- ▶ 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 meet your needs
 - Anything from broad product or marketing strategy to a specific tactical project.
- ▶ 2-4 weeks engagement
- ▶ 2-5 days workshops
- ▶ 4 to 8 key people
 - Senior Management, Sales, Marketing, Product, Engineering




Workshop Results

- 1 Understand the travelling customer needs through understanding the **whole** journey, not just the parts you (or your clients) are engaged in.

Travel is bigger than any one company!



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- The background of the slide is a photograph of a sunset over a body of water. The sun is low on the horizon, creating a bright, shimmering reflection on the water's surface. Two sailboats are visible in the distance, their silhouettes against the bright sky. The sky is filled with soft, white clouds. The overall mood is serene and contemplative.
- 2 Get a new and deeper perspective on *existing* and *potential*:
- ▶ Customers – end consumer, client's customers
 - ▶ Clients – markets & sub-verticals.
 - ▶ Suppliers – who provides the product.
 - ▶ Partners – including channel to market.
 - ▶ Competitors.

Workshop Results

3 Generate **ideas** and **opportunities** for innovation and change:

- ▶ New product or feature ideas.
- ▶ New commercial models.
- ▶ Potential markets or segments.
- ▶ Potential partners.
- ▶ Competitive positioning.

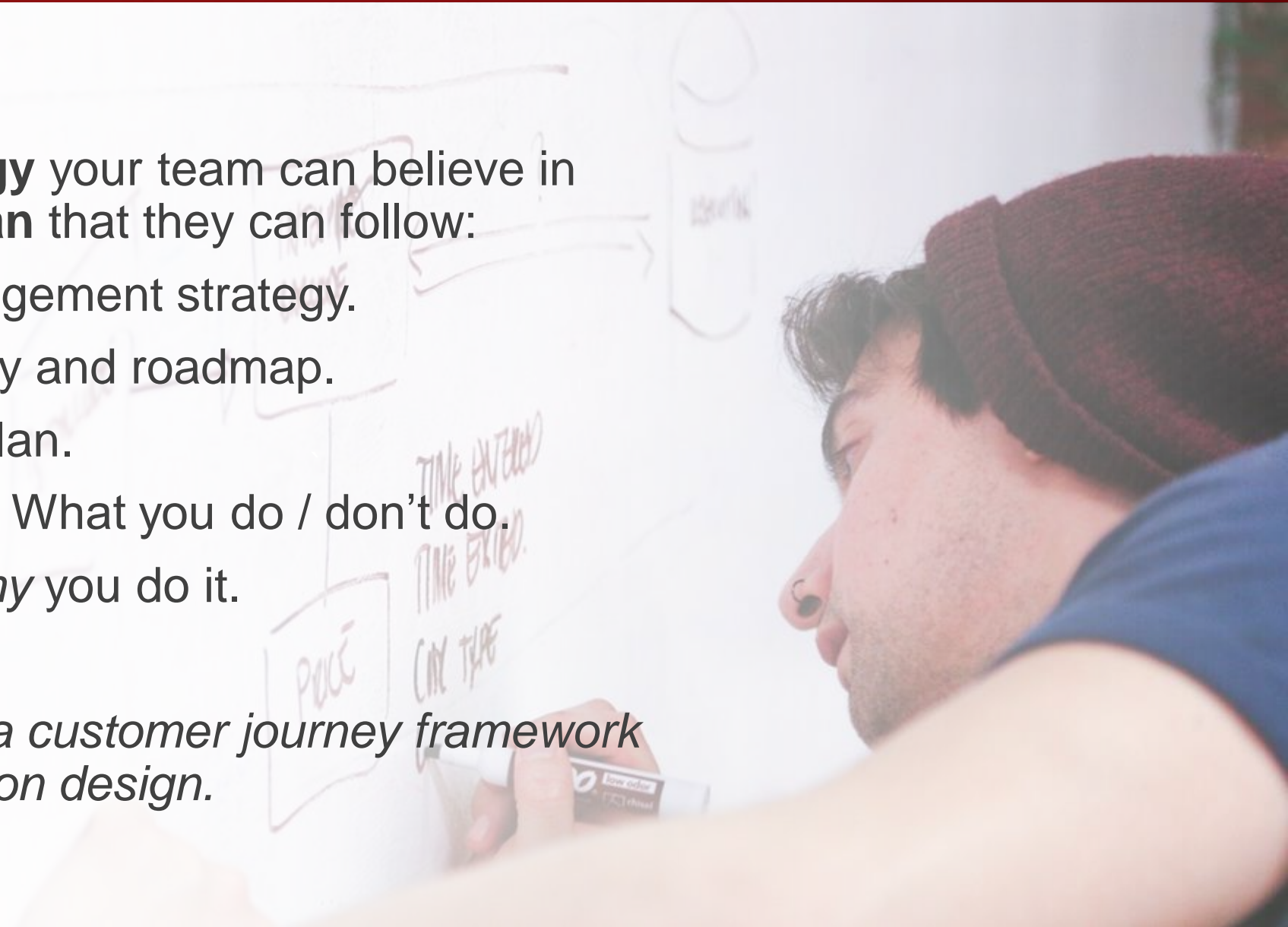


Workshop Results

4 Develop a **strategy** your team can believe in and an **action plan** that they can follow:

- ▶ Customer engagement strategy.
- ▶ Product strategy and roadmap.
- ▶ Go-to-market plan.
- ▶ Pitch and USP: What you do / don't do.
- ▶ The vision – *why* you do it.

+ *Potentially use a customer journey framework in your own solution design.*




CJ Ignition – Benefits of Customer Journey



- ▶ Gain a big picture view of travel and travel tech.
Who / What / Where / Why
- ▶ Discover the most critical touchpoints in the traveller customer journey.
- ▶ Remain *relevant* by solving the end consumer's real world problems.
- ▶ Reveal previously untapped opportunities for new products, new verticals and new channels to market.
- ▶ Increase focus on *revenue* and *customer experience* business cases.
- ▶ Deepen your relationship with *business* stake holders (vs IT buyers).
- ▶ Improve you product positioning and communications for all sales and marketing.

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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