

CUSTOMER XPERIENCE

Customer insight and data analytics; delivering informed journeys and personalised engagement.

DIGITAL CX

Our programmes open clear lines of communication that enable you to provide customers with informed end to end journeys. By creating interaction via our mobile applications you can establish personalised relationships with your clients and deliver valuable passenger information. Our elite algorithms merge data from direct consumer communication with social media content so that you can identify clear opportunities to improve processes. Our digital platform creates business insight that supports innovation and helps you to drive loyalty by offering the products and services that your customer wants.

KEY BENEFITS OF CX:

- Offers informed customer journeys - provide latest information on delays, congestion, weather and seats.
- Enables business intelligence – view KPI's to identify and action easy wins.
- Provides connected travel through car parking, e-ticketing and taxi hire functions.
- Personalises CRM by monitoring individual customer satisfaction and observing social media.
- Creates retail opportunity – use strategic partners to offer tailored products and services.
- Compensation capable – build customer loyalty by simplifying claim processes.

