

# A DECADE OF DATA DRIVEN SUCCESS AND DIGITAL TRANSFORMATION FOR HEATHROW



## Arrivals

## THE CHALLENGE

With a continued aim to improve customer satisfaction, rewards membership and revenue growth for Heathrow and its retailers, Heathrow needed to implement a digital transformation strategy which put both data and technology at the centre of their business to build deeper relationships with their existing passengers, as well as grow their base through new passenger engagements.

## OUR RESPONSE

Heathrow partners with Acxiom for its Customer Data Platform, CRM strategy, campaign execution and decisioning intelligence engine, providing Heathrow with both predictive and prescriptive modelling services into all channels (offline and online). More recently, Heathrow recognised the need to advance their digital transformation initiative; and worked closely with Acxiom to combine both their CRM and media activity to deliver a seamless, more enhanced passenger experience.

## THE IMPACT

With a highly personalised approach, Heathrow saw significant gains year on year from CRM related activity, including:

- 22% increase in Rewards retail spending
- 19% growth in total membership
- 20% growth in active membership
- 23% increase in spending per visit
- 34% increase in reactivated members

## INTRODUCTION:

### A DECADE-LONG PARTNERSHIP

Every year, over 75 million passengers travel through Heathrow on their way to and from 185 cities. The airport – Europe’s busiest – also runs Heathrow Express trains to London and features over 100 retail and restaurant brands across their terminals. Working to “making every journey better” - the airport prioritises a customer centric initiative that goes well beyond actual flights to include travel to and from the airport, foot traffic inside terminals, the airport’s facilities such as free Wi-Fi, and the online experience.

Heathrow has partnered with Acxiom for more than a decade for strategic direction, customer insights and decisioning, as well as building and hosting the organisation’s marketing database, which contains over 25

Now, Heathrow is also working with Acxiom for CRM Strategy, campaign planning and execution services, post-campaign analytics, and business and marketing intelligence. This enables Heathrow to leverage its customer data by reacting to customer events in real time and then personalise one-to-one communications for passengers.



Acxiom taps into the marketing database to create audience insights from the wide ranging data assets available to Heathrow



## THE AIM

With a continued aim to improve customer satisfaction, rewards membership and revenue growth for Heathrow and its retailers, Heathrow needed to implement a digital transformation strategy which put both data and technology at the centre of their business to build deeper relationships with their existing passengers, as well as grow their base through new passenger engagements.

## SOLUTION

Acxiom enables Heathrow to gain greater intelligence from their customer base through a range of decisioning techniques and platforms.

Acxiom views data holistically, combining first, second and third party data to help brands better understand their customer. combining a wide range of data sets to help build a unique and in-depth profile. Furthermore, Acxiom were able to enrich Heathrow's customer data with additional dimensions from partners and proprietary, offline and online, data all of which enhance Heathrow's understanding of their customers of today - and tomorrow.

From there, Acxiom has the ability to deliver a hyper-personalised and automated suite of communications, across multiple channels, with the objective of growing the value of each customer acquiring new Rewards members and providing valuable information to each passenger to ensure a smooth journey through the airport and back.



## RESULTS: CONTINUED CUSTOMER SUCCESS

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Heathrow gives travellers tools and prompts to help them plan ahead for things such as parking, terminal navigation, dining and shopping. A family planning a holiday might receive several touches tailored to their specific journey, for example:

- Reminders to complete a parking reservation or join the rewards program
- Special offers for shops and restaurants in the departing terminal License plate recognition in the car parks, automatically prompting the barrier to open, simultaneously triggering a communication to welcome a passenger to the airport

With each interaction and transaction, the airport gathers more about customers, enabling ever more personalised communications.

Heathrow continues to work with Acxiom on future developments...



**We aim to offer our customers a rich and varied experience, tailored to their specific needs. By connecting our data with retailers, airlines, and other partners' assets, we are able to recognise, better understand and creatively engage the growing number of customers who visit Heathrow each year.**

SIMON CHATFIELD  
HEAD OF EBUSINESS AND CRM, HEATHROW



## MAXIMISE THE VALUE OF YOUR MARKETING TECHNOLOGIES WITH DIGITAL TRANSFORMATION SERVICES

Brands struggle to leverage the latest digital marketing technologies and best practices. Acxiom Digital Transformation Services offer premier integration, implementation, and ongoing management services designed to help brands get maximum value from their marketing technology investments through powerful people-based marketing strategies.

From Marketing Clouds to Data Management Platforms, Tag Management Systems, Customer Data Platforms, Campaign Management, Connected Spaces - learn more:  
<https://www.acxiom.co.uk/what-we-do/digital-transformation-services/>





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