

Unlocking the potential of Connected Spaces

acxiom™

A high-angle, black and white photograph of a large crowd of people walking in various directions, creating a sense of movement and density. The image is slightly blurred, emphasizing the flow of the crowd.

Solving the customer experience  
challenge through **Connected Spaces**

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“The internet brings the world to our door but still we gather together – to shop, to travel, to be entertained – to enjoy and share Experiences. Destinations, venues, terminals, malls now recognise that they are more than physical spaces but now exist *to enrich consumers experiences*”

Westfield Corporation








# Unlocking the potential of Connected Spaces

Today, everything is about customer experience and rightly so. A better experience of a product, service or brand means loyalty and more loyalty means more revenue and success – does a revenue increase of 23% per customer visit sound good to you? This is a real result and one you too could achieve.

The theory is simple but in practice, it's down to a combination of data and technology to connect brands in the digital and physical spaces with real people. This is the foundation of a great customer experience and it's Connected Spaces that makes it possible.

Whether you're a shopping mall, an airport, a stadium, arena or tourist destination, you have many of the following challenges in common and it's customers who are creating them.

## Customers:

-  usually turn up unannounced - an airline may be expecting you but is the airport operator?
-  tend to remain anonymous – they rarely log in!
-  may be there for another reason – to see a performance, catch a plane or visit a high street brand
-  may be with you for a very short time – perhaps an hour before a flight, an hour in total before a performance and during the interval or an hour or so walking around and not in a high street brand within a mall
-  are arguably more customers of the brands you work with, your partners, than customers of your own

You may be more reliant on your customer experience for revenue than some others. For example, airports can't exceed government set limits for landing fees and in a revenue share retail model, it's the high street brands that set the price not you.

Still, your job is to grow revenue. You know you need to deliver a better customer experience to do this but the customers are like sand slipping through your fingers.

## So what do you do?

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# Make your marketing people-based

In this super-fast world of data-driven marketing, 'people-based' is by now, a well-used term.

The saying goes 'the old ones are the best' and thankfully, that normally becomes the case because they resonate truth and stick around.

People have changed and it's great.

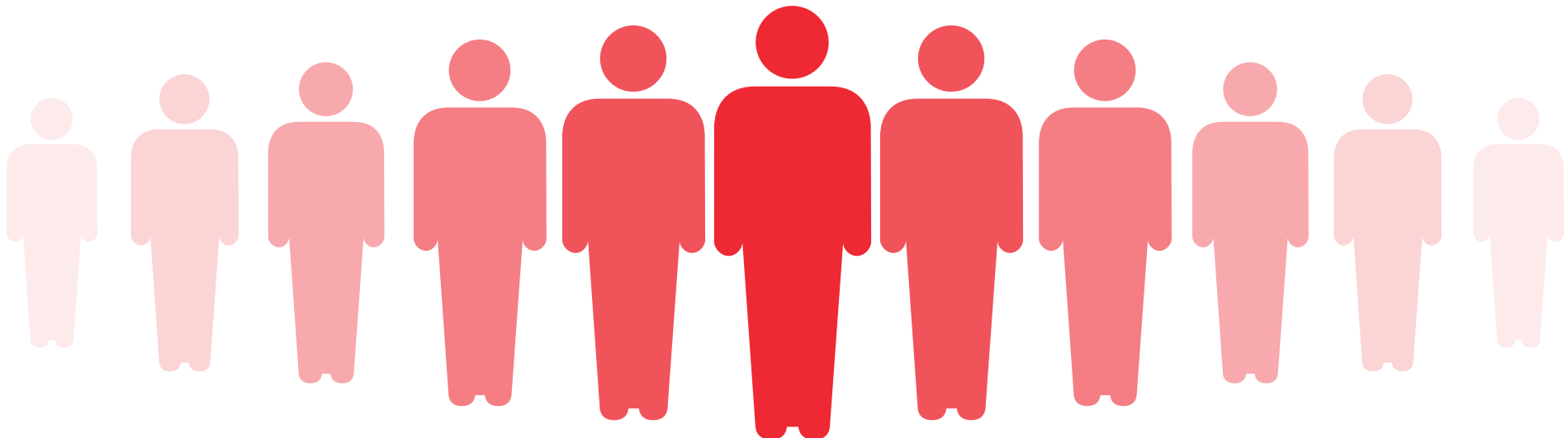
People now want better. Better information, frictionless service, better offers and deals. People now want to use their wifi and 4G connected devices to engage the world. People now want a better, people-based customer experience; one that leads to better business results for you.

## They'll step up to the plate

Trust your customers. They're smart. They'll rise to the occasion. They want to! Today, people will compare taxi apps to get one sooner and at a better price. They'll check their train is on time before squeezing in last minute shopping or running to the station. They'll register for points for freebies and they'll share it all on social, the good and the bad.

## But remember, they won't make it easy for you

Yes, it's not fair. It's true an airport isn't exactly the same as a shopping centre and the mall is not the same as an arena but, when your customers are passing through, off to see some other brand they love, when they're not telling you they're coming, leave when it suits them and frustratingly they'll most likely remain anonymous throughout.



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## Imagine a better way for all

We'll share with you a detailed case study of Connected Spaces through the example of a real airport but let's ensure we whet everyone's appetite by making certain you see the potential even if you're a mall, arena, stadium or other connected space:



Airports need to look at how they deliver experiences that engage and reward the many millions of passengers that flow through our major hubs. Airport Operations are focused on mitigating the challenges passengers face to ensure safety and that the airport meets their regulatory requirements. At the same time the commercial team strives to ensure the business is both sustainable and is meeting the expectations of the Airlines, tenant businesses and the passengers.

With more complexity in terminals operations and as the commercial demands become greater there is a real risk that the passenger experience becomes fragmented, creating frustrations. By placing the passenger at the centre of the experience, simplifying the tasks that are necessary, engaging them with timely and contextually relevant messages, the passenger is put at ease and can avail themselves of those opportunities that will enhance the customer experience.



Wouldn't it be great if your customers told you they were coming, if you knew their regular brands, if you could work with those brands and others that should be of interest to curate messages between visits. Wouldn't it be great if you could welcome them on arrival with a smart message? What if you could respond in real time to the reality of now, telling them the traffic on their route home is horrific and inviting them to stay an hour longer with a special offer, telling them which food outlets are quiet and have a special offer right now. And saying thank-you goes a long way with a smart message a short while after they're home safe. There's no way this, if real, wouldn't deliver a better experience and better results for you and it can be real.



## Sports Stadium or Arena

Your customers may be loyal fans but with their connected devices, they're doing more than sitting watching their favourite team while they're on site. More and more stadia and arenas boast food, drink and shopping and, like all customers, they respond best to relevance. A visit to the club shop may be seasonal but it's also likely to be driven by events like birthdays and opportunities to buy beyond the normal range. And, let's not forget that a growing number of sports stadia are like arenas, with a variety of other artists and events of all kinds performing. The opportunities to connect data with your partners could significantly increase the overall spend per customer and help deliver a more memorable occasion.



## Limitless Potential

There are plenty of other 'spaces' that could benefit from Connected Spaces. Tourist destinations, theme parks and attractions are perhaps obvious examples with the inherent advantage that they are, in this case, 'the' destination. Yet few would argue they've maximised their potential to market before, during and after and with their partners to optimise the experience and business return. And if you'll see what's coming out of left field, you'll notice islands, cities and communities. You'd be amazed to hear how some are thinking of using Connected Spaces to build on modern wifi and mobile connectivity and deliver an integrated experience with their visitors.



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# From in principle to in practice

Good ideas. We all have them. They make sense:

I'll better understand my customers

I'll get them to register and share their data

I definitely need more of that (data)

I'll absolutely need to do more analytics, maybe  
hire some smart folks

I'll use some of that amazing new technology everyone's  
talking about-an SCV or is it a DMP or CDP I'm now  
supposed to have?

I'll start a loyalty program or reboot the one I have

I'll get creative, we'll use data to inform, to guide and  
shape our customer strategies and marketing planning

I might just need some third-party advice, to  
ensure my grand design gets off the drawing  
board and approved by the board?

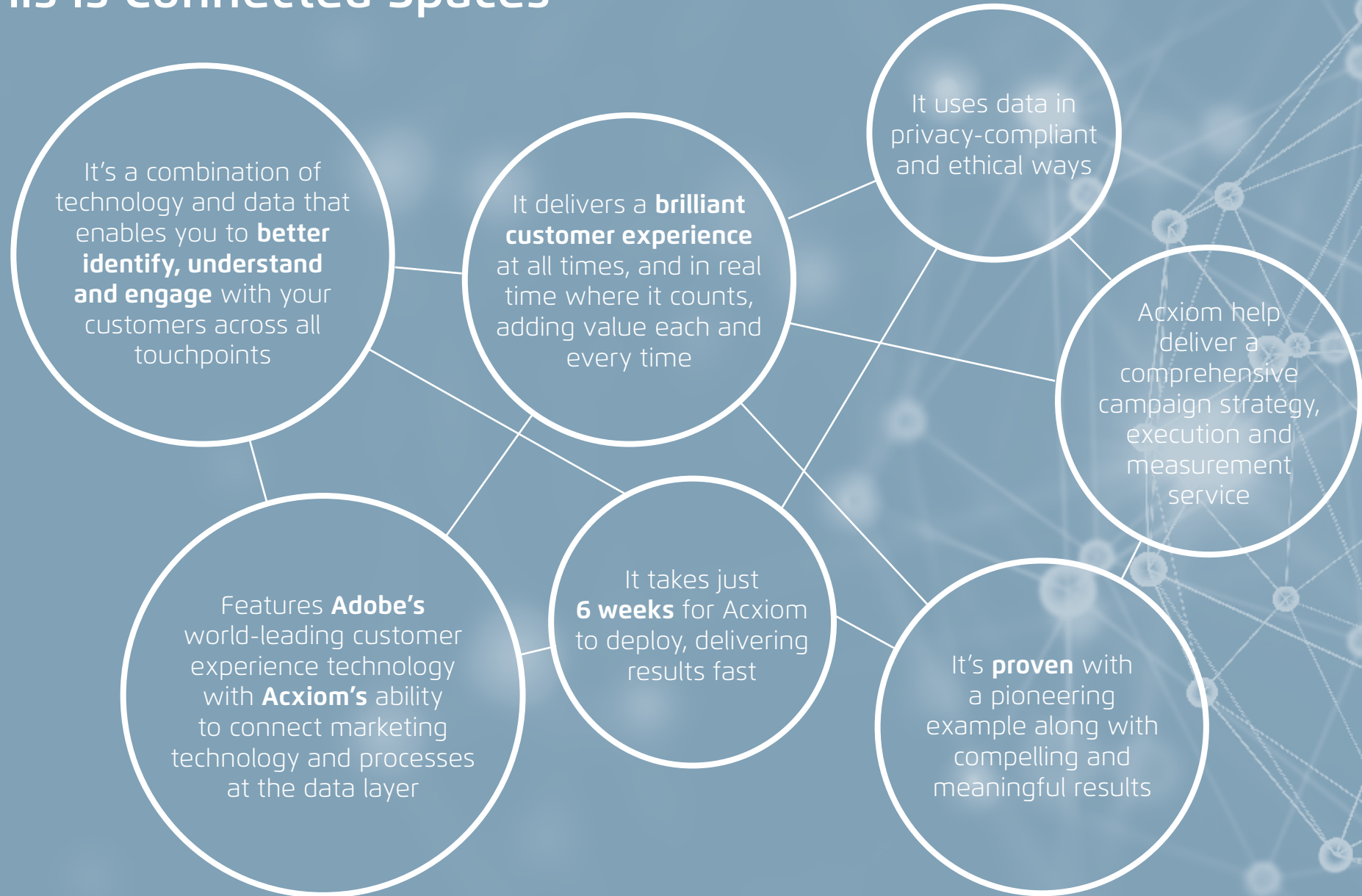
The question is, do they work? They should, because they're pretty good ideas but it can and does go wrong.

The thing is, there are always shiny new technologies and there's almost always a shortage of the right kind of skills across a business to really bring this together.

Perhaps the most common failure of all is asking technology alone to crack the code. The result tends to be, the great tech is starved of the data and the connections it needs to do what the brochure says it will do.

We believe there is a better way. One that's proven. One that can take just six weeks to have up and running. One we call **Connected Spaces**.

# This is Connected Spaces

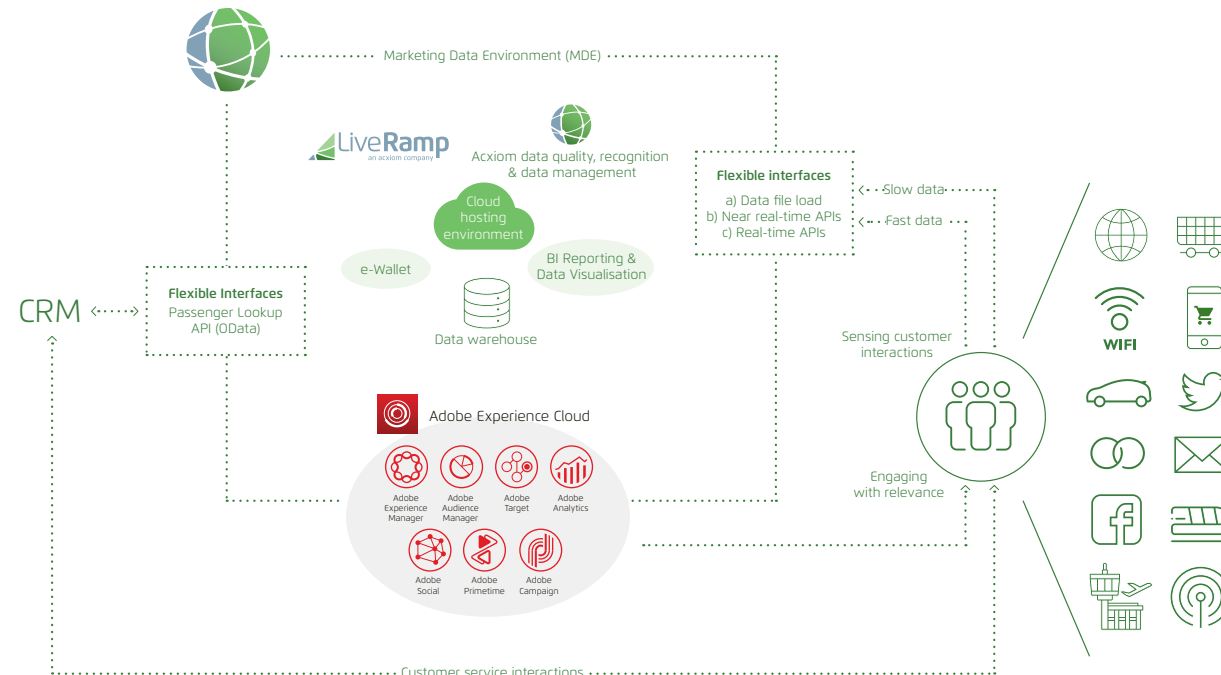




# On a more technical level

Connected Spaces is a fast to deploy data and technology solution, that:

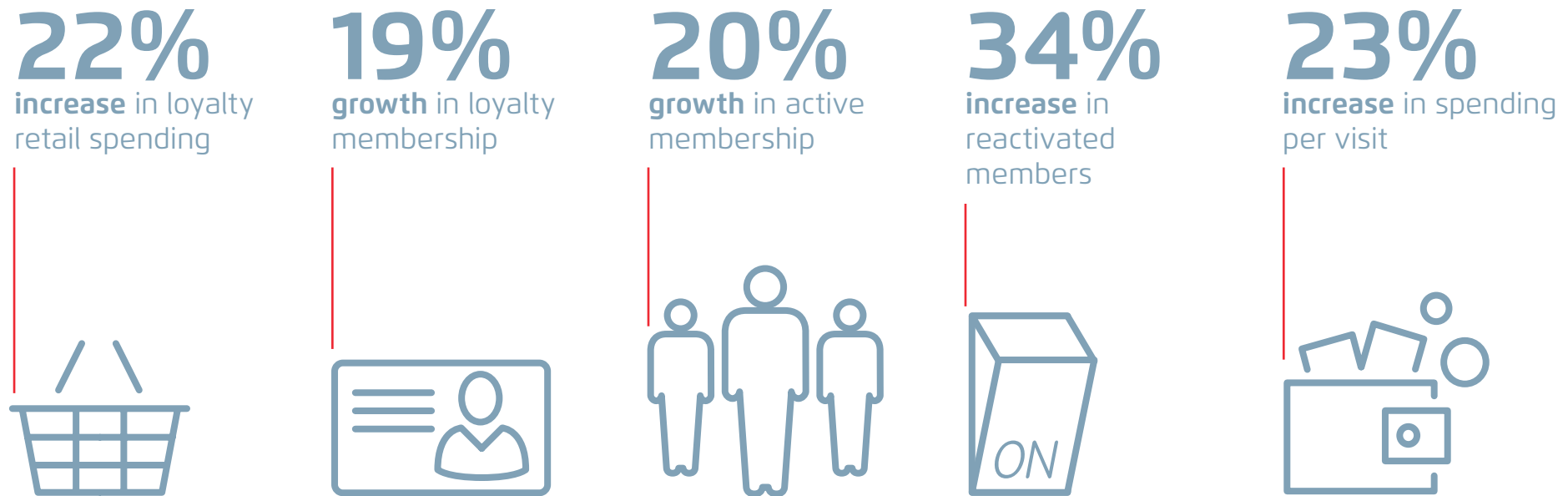
- Integrates data from multiple and varied sources
- Offers customer identity resolution that increases your ability to recognise your customers and prospects across touchpoints
- Features ready-to-go integrations with a wide range of technologies to fit in with your existing architecture
- Delivers a genuine single view of the customer
- Enables Adobe Experience Cloud technologies to turn data into insights and to plan and execute marketing
- Allows brands to message before, during and after visits, in real-time where it counts, responding to the real-world around such as how busy a location is, etc.
- Promotes better measurement and reporting
- Manages data in ethical and privacy compliant ways



# This is For Real 'The Heathrow Story'

## Pioneering Connected Spaces and Making every journey better

Heathrow Airport has taken charge of shaping its travellers' journeys and is already seeing:





## The story

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. In fact, Heathrow has been named the world’s best airport for shopping – encouraging passengers to plan extra time to shop or dine.

Before and during travel, and across the airport’s many business units and operations, Heathrow aims to deliver a smooth, positive experience at every touchpoint. And it’s for good reason, as research has shown that the retail experience is a major driver of overall customer satisfaction.

“The airport, parking operations, train service, and retail are all separate business units,” says Simon Chatfield, Head of eBusiness and CRM, Heathrow. “But customers see Heathrow as one entity. If they interact with one part of the business, they expect the other parts to know who they are and what they need.”

## The solution

By taking advantage of Acxiom and Adobe’s Connected Spaces solution, Heathrow can leverage its customer data by reacting to customer events in real time and then personalise one-to-one communications for passengers. The goal is a single view of the customer that drives a better customer experience, grows Rewards membership and in turn revenue for all Heathrow business units, including Heathrow Express, Official Heathrow Parking, Heathrow Boutique and all of Heathrow’s wide ranging retail concessionaires.

Acxiom taps into the marketing database to create audience insights from the wide ranging data assets available to Heathrow. Transactional and engagement data come from sources such as Heathrow Rewards, parking transactions, and ticketing systems and airport Wi-Fi usage.

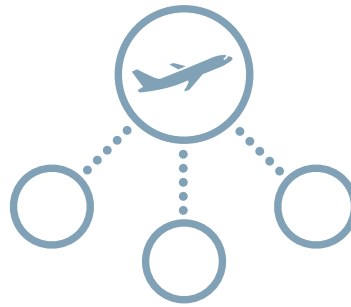
# Inside Heathrow's Incredible Customer Journey



## Making every journey better

The data-driven solution is able to identify more customers and enables the airport to activate a highly personalised suite of communications, 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 – *let's not forget, Heathrow's number one priority remains getting people safely and securely on and off flights and on time.*

Enriched data populates Heathrow's passenger engagement solution, allowing the airport to execute based on data-driven insights. To that end, Acxiom provides the airport with Adobe Campaign – part of the Adobe Marketing Cloud - and strategically, Acxiom also supports Heathrow in capitalising on its investment in the Adobe Marketing Cloud by planning and executing omnichannel communications, notably connecting Adobe Campaign to other aspects of the Adobe tool set.



## Linking previously disconnected services under the Heathrow brand

The solution helps the airport increase membership in Heathrow Rewards, bookings for official Heathrow Car Parking, Heathrow Express trains and in-terminal service messaging to ensure a seamless experience when passing through the airport.

With a highly personalised approach, Heathrow enjoys significant gains year on year from CRM related activity.



## A tailored experience for every passenger

"We aim to offer our customers a rich and varied experience, tailored to their specific needs," Simon Chatfield Head of eBusiness and CRM, Heathrow, says. "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."

Heathrow continues to work with Acxiom on future developments and leveraging Acxiom's 'Open Garden'\* approach to technology integration, the airport will connect customer service teams and wider front line staff to the rich data asset held in the passenger engagement solution to transform the experience a customer will receive as they make their way on their business trip or holiday.

# The Open Garden

We believe there are great companies that do great things. We also believe they're at their best not only when doing what they do best, but in the interests of the customer – who always comes first.

We've seen phenomenal growth in data, so much so it seems Big Data is old school now!

We've seen phenomenal growth and developments in technology, so much so Lumascapes and ChiefMartech charts are about as indecipherable as the stars on a clear night. Perhaps a microscope may be more appropriate than a telescope in finding your way around.

And naturally, marketers have embraced these two waves of opportunity as they attempt to better understand and engage with their customers in pursuit of the best customer experience. If only it was this simple.

The challenge has been working out:

- Which data, what needles within ever bigger haystacks?
- Which technology?
- How do you deploy it, and in time so that it's not obsolescent by the time you have it working?
- How do you integrate it with legacy systems and technology?
- Do I 'pin my colours to one mast' or several?
- How do I ensure my data and solution are privacy compliant?

There are different philosophies around how to tackle this.

The publisher giants are sometimes referred to as walled gardens and there is the potential to centralise a lot of adtech and spend with them. Then there are the tech giants who have their stacks. Again, there are times it can make a lot of sense to centralise your technology with one or another.

However, an Open Garden approach means beginning and ending with the customer and in today's world that means the data as it acts as the proxy to the customer. By bringing together whatever combination of data and technology, new and existing and connecting it at the 'data layer' not at the 'application level', you really can better identify and understand the customer and better engage them.

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# Connected Spaces and The Open Garden

With Connected Spaces, Acxiom have partnered with Adobe and their world-leading customer experience technology. Connected Spaces is a solution that's based on Open Garden principles and as such, it is already optimised with Adobe, with the ability to integrate with numerous CRM systems and analytical solutions. Why? Because the people we speak to need to see results fast and they need a practical solution they believe can work in their real world.

In this 'real world' we accept that companies have legacy systems or certain preferences, we accept that data is increasingly large but also fractured, real time and transient and we accept that you need results now, or at least really soon.



The beauty of **Connected Spaces** is it makes the power of **Acxiom** and **Adobe** come to life quickly, working with your marketing ecosystem. We know what works and we know that we work well together.



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# Summary

## Why Connected Spaces?

Customer Experience is the new battleground for customer satisfaction and spend, the new battleground where businesses will win, or lose. For those determined to win, delivering a good CX is more challenging for some than others. If your customers tend to: turn up unannounced, generally remain anonymous, are visiting your location for another reason and spend just a short time with you it's hard, and that's before you add the complexity of all your retail partners into the mix.

Connected Spaces from Acxiom and Adobe is the answer, giving your CX strategies a leg up, into the real world and fast.

## Why Acxiom and Adobe?

**Speed** – Acxiom and Adobe have partnered to ensure the solution is set up and integrated much faster than a typical marketing system, creating results and delivering ROI faster for your business.

**Completeness** – Acxiom and Adobe's solution features a complete core offering, primed and ready to make a massive difference (even before layering in the optional additional services Acxiom can bring, such as data and campaign support).

**Flexibility** – Acxiom and Adobe's solution offers the core of what you need to deliver great customer journeys and memorable customer experiences, but also understands and respects that your business may have legacy technologies, data feeds and complementary solutions which a Connected Spaces solution needs to integrate with seamlessly. This offering is optimised to accommodate this level of flexibility.

**Proven** – Acxiom and Adobe, together, have delivered this solution to arguably Europe's biggest retail site in the shape of Heathrow, a £1.9bn business facing all of the challenges and aspirations mentioned and now enjoying fantastic results such as +23% uplift in spend per visit.

## About Acxiom

Acxiom provides the data foundation for the world's best marketers. We enable people-based marketing everywhere through a simple, open approach to connecting systems and data that drives seamless customer experiences and higher ROI. A leader in identity and the ethical use of data for more than 45 years, Acxiom helps thousands of clients and partners around the globe work together to create a world where all marketing is relevant. For more information, visit:

[www.acxiom.co.uk](http://www.acxiom.co.uk)

## About Adobe

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery. For more information, visit:

[www.adobe.com/uk](http://www.adobe.com/uk)



To learn more about how your connected space  
can deliver exceptional customer experiences  
at scale that drive significant business results  
- please contact the team at Acxiom

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