

INTRODUCTION

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.

Heathrow's established motto "making every journey better" is a customer centric initiative that goes well beyond flights alone. It includes travel to and from the airport, foot traffic inside terminals, the airport's facilities (such as free Wi-Fi), and the online experience of planning a holiday or searching for shops and restaurants using the airport's mobile app.

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.

“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.”



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



HEATHROW-ACXIOM: A DECADE-LONG PARTNERSHIP

Heathrow has partnered with Acxiom for more than a decade for customer insights, hosting, managing and offering strategic direction for the company's marketing database, which contains over 25 million records and growing.

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 with passengers.

The goal: 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, ticketing systems and airport Wi-Fi usage.

Using its proprietary identity resolution software, Acxiom collates and consolidates this data into a single customer view and enhances insights from its Personix data suite with data such as age, income, employment, demographics, geography and lifestyle.

From there, Acxiom segments the database into groups of similar individuals, enabling the airport to send 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.





TOUCHING 9 MILLION CUSTOMERS EVERY MONTH

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.

Data onboarding brings CRM, sales and other customer data into other digital platforms.

Data is de-identified, matched to CRM and purchase data, online devices and digital IDs through a secure automated process that protects consumer privacy.

Data segments are then distributed to the airport's preferred marketing and media platforms for measurement, targeting and one-to-one marketing. This is enabling Heathrow to deploy online display and eCRM campaigns simultaneously which has proven to yield c25% uplift in overall campaign performance than a single channel alone.

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.



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

SIMON CHATFIELD
HEAD OF EBUSINESS AND CRM, HEATHROW

Every month, Heathrow reaches out to about 9 million customers with communications at every step in the customer lifecycle: acquire, onboard, activate, grow and reactivate. "Customer touchpoints include several websites, our mobile app and email communications," Chatfield says. "We're also developing SMS capabilities".

The enterprise-wide marketing database, combined with Acxiom's proprietary identity resolution technology, enables Heathrow to recognise prospective and existing Rewards members to direct the appropriate communications to passengers.

SURPRISING AND DELIGHTING CUSTOMERS

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 their departure terminal
- Licence 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 insight about customers, enabling ever more personalised communications.

RAISING MEMBERSHIP, REVENUE

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

“We aim to offer our customers a rich and varied experience, tailored to their specific needs,” Chatfield 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.”

CONNECTING HEATHROW'S PASSENGER ENGAGEMENT SOLUTION TO THE WIDER ENTERPRISE, INCLUDING CRM

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 and transform the experience a customer will receive as they make their way on their business trip or holiday.



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