

Project Design Phase-II

Customer Journey

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Team ID	PNT2022TMID09956
Project Name	Project – AIRLINES DATA ANALYTICS FOR AVAITION INDUSTRY
Maximum Marks	4 Marks

Customer journey mapping is “the process of tracking and describing all the experiences customers have as they encounter a service or set of services, taking into account not only what happens to them, but also their responses to these experiences” (Dent, 2015). As stated in Eva Manrique’s blog: (2016) “when airlines adopt the customer journey mapping strategy, it helps them to clarify what each individual customer expects at each touchpoint and which fitting service or product the airline could provide in order to fulfil these expectations.”

The customer journey map is divided into various phases as the customer has various different options in regards to approaching the airline, these phases include the three communication arena’s: physical, digital and social.

- **Phase 1: attract:** the customer recognizes the airline for (potentially) the first time, via tools such as social media but also through discount offers posted on the website or social media. So, this stage takes place in both the digital as the social arena.
- **Phase 2: decide:** the customer decides whether or not to purchase the flight ticket on digitally or via the phone with a call-centre employee / through a physical store that offers the airline’s tickets. Furthermore, the customer is getting familiar with the airline by purchasing the ticket, which leads to an increase of flows to the social media accounts of the airline.
- **Phase 3: use:** happens when the customer will actually experience the flight that was purchased with the airline. As the customer receives the boarding pass through email communication, the flight information as well as maps will be provided to the customer in order to prepare for the trip, which can be saved in a digital wallet. Other additional resources, such as gate information and travel guides are provided to the customer either through email, social media or actual mail.
- **Phase 4: support,** as it is crucial for an airline to maintain contact with the customer before, during as well as after the flight. It is inevitable that things could go wrong during the flight which is why it is important that airlines show their support to the customer through either the digital and/or social arena.
- **Phase 5: retain:** airlines need to be able to retain customers, especially frequent flyers. Airlines can implement this by letting customers manage their own bookings on the website as well as

offering discounts to returning customers as this makes the customer feel valued, which broadens the chances of customers repurchasing with the airline.

