

Creating a Personalized Experience for British Airways' Customers

Use of Personalization State Map Key to Ensuring Longterm Success of BA's Travelspace

The Client

British Airways is the largest airline of the United Kingdom and fifth-largest in Europe, serving more than 210 destinations and some 90 countries, in Europe, Australia, Asia, Africa and North and South America. Throughout its history, it has been a pioneer - the first airline to offer jet passenger services, the first to operate weather-beating autolandings, the first to offer supersonic passenger services and the first in the modern era to offer fully-flat beds.

The Situation

British Airways sought to present personalized travel pages on BA.com that would give travellers control of customizing their content, manage and control all aspects of their travel, as well as provide them with an environment unique to the individual. BA needed a strategy to plan how Travelspace would be personalized over time; detail how customer data could be used to personalize the experience; and realize immediate gain from an online marketing program.

The Solution

As a member of the iXL London team I developed a Personalization State Map that identified how the user experience, marketing programs, technology, customer service and data collection would grow over a five-phase time frame. A detailed personalization strategy, user scenarios and implementation plan to display personalized messages and offers within Travelspace were also created.

The Result

Initial strategies implemented in Q2 increased customer conversion rates .05%, resulting in a \$1MM increase in online booking sales.



Personalization Delivery, Data Usage and User Scenarios

