



Flight to Transformation: Journey to Redefine Heathrow's Personalized Experiences

Customer Profile

Heathrow, with over 200k daily visitors, wanted a **world-class consumer experience** for those traveling through it.

Already employing Acxiom's Real Identity, they turned to Acxiom once again to implement their new **future-proof data-driven Salesforce tech stack**: Marketing Cloud Engagement, Data Cloud and Personalization.

Through Acxiom's partnership with Heathrow, we were able to **accelerate their migration from Adobe to Salesforce**. This enables our teams to use customer interactions and data signals to curate **personalized passenger experiences**.

Challenge

Heathrow wanted to tackle challenges in **customer satisfaction, acquisition, and revenue growth**. Initiatives included:

- Speak directly to passengers to promote the wide proposition across their estate
- Harness data-driven insights to personalize engagements with customers, to tailor each customer's experience and interaction with the airport.

Partner Value

Acxiom helped Heathrow Airport transform its business by enabling the company to fully leverage its Salesforce Marketing Cloud and Data Cloud investments. As a result, Heathrow saw increased customer satisfaction, streamlined **operational efficiency**, and a **notable return on investment**.

- Achieved an impressive **32% increase** in engagement in email channel
- Introduced data and customer interactions from Commerce Cloud for richer customer insights to curate customer experiences
- Generated a **47% YoY increase** in assisted digital revenue from email marketing
- **Extended CRM reach** by up to 31%
- Improved the accuracy of customer identification and profile consolidation by 30%
- **Boosted online retail revenue**, and pre-booked services revenue by 30% despite a 20% fall in passengers.

INDUSTRY

 Travel, Transportation, Hospitality

ROLE

Joint Sales

ACV | Timing

\$1.17M; FY22

PRODUCTS

-  Data Cloud,
-  Personalization and Marketing Cloud
-  Engagement

