



SOLUTIONS



PARTNER

MERKLE

TRAVEL & HOSPITALITY

Journey
Management

Virgin Holidays extends its brand reputation to customer communications by delivering consistent, coordinated, and relevant messages across channels

Challenges

- Fix the disjointed customer communication experience where people could receive 35+ different types and forms of communications along the journey
- Improve the journey with relevance and personalization, and infuse the Virgin Holidays brand into messaging.
- Turn customer communications into a revenue stream and improve NPS ratings

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[2019 Adobe Summit](#)

Key Results



Working with Adobe and Merkle, implementation was completed in 6 weeks!



Simplified data architecture from 44 tables with 2,000 data variables to 7 data tables with 200 variables; implemented campaign and workflow templates to simplify operations



Replaced 35 disjointed communications with coordinated and personalized communications across Email, SMS, and Direct Mail



Results: 11% increase in Upsells per booking 7% increase in self-service rate; Increase in Incremental Revenue; ROI = £16:1



With a single tool to manage unified data, we can help departments find ways to improve communications. We're becoming the central hub for customer experience."

Saul Lopes
Customer Lifecycle Lead, Virgin Holidays

