CASE STUDY

Web Analytics Help AIRMILES Results Soar

AIRMILES is the UK's most popular travel loyalty scheme. Founded in 1988, AIRMILES is also the UK's longest running loyalty programme and currently has an impressive 8 million collectors. It is best described as a 'frequent buyer programme' as AIRMILES are collected on everyday spending as opposed to flying frequently. AIRMILES is a fully owned subsidiary of British Airways Plc.

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BUSINESS CHALLENGE:

Optimising their customer's journey before they leave home!

AIRMILES operates in a highly competitive industry where its potential customers have an ever-growing number of loyalty schemes vying for their attention and countless promotions to encourage them to find the best deals online. Significantly for AIRMILES the last 4 years has seen a shift from the domination of telephone-based transactions to a situation now where online transactions account for nearly 50% of all bookings. This trend made the need for a robust web analytics solution a business imperative. In essence AIRMILES recognised that the customers 'first journey' with them occurred when they visited the corporate website. The navigation paths and customer experience here needed to be easy and intuitive to encourage repeat visits and ultimately bookings.

A strategic review followed to identify appropriate solutions. It was jointly conducted by the IT department, the customer insight team and both the marketing and finance departments. The aim was to allow AIRMILES to fully optimise the *customer journey* on their website and leverage the profit potential of this channel with targeted marketing campaigns. Internally the business needed a flexible web analytics tool that could provide them with meaningful insight in the form of faster and more detailed reports on all aspects of their web activities including: traffic analysis, visitor click stream analysis, campaign performance tracking, technical and content analysis.

> *"Investment in Affinium NetInsight coupled with SCL's expertise has made a major positive impact on the way we do business at AIRMILES"*

Following an in-depth search of the market several products were reviewed before AIRMILES proceeded to evaluate two products

in detail. Unica's **Affinium NetInsight™** was the clear winner and was selected because of its rich functionality, excellent performance and open data warehouse schema. However even more critically it offered the in-built flexibility to deal not just with AIRMILES current data but it also allows users to query valuable historical customer data.

*"In order to leverage the full capabilities of web analytics and gain real customer insight it was essential that we were able to interrogate and generate reports from historical data. As all the data is available **Affinium NetInsight** does not limit the questions that may be asked. We can easily drill down to any level of detail and unanticipated 'cross tab' views are readily generated. Any solution that does not hold all the data accessibly online operates in a straight jacket of its own making!"* commented Jukka Kamarainen, Technical Consultant, Architecture, AIRMILES.

> **Total No. of Airmiles Collectors = 8 million**
> **Total No. of Registered Online users = 600k**
> **Average no of page views per day = 200k**
> **Average no of unique visitors per day = 18k**
> **Average no of registered users per day = 2k**

BUSINESS SOLUTION:

Affinium NetInsight from Unica®

AIRMILES worked closely with the web analytics consultants from their reseller, SCL Analytics (www.sclanalytics.com), to deploy the **Affinium NetInsight** solution. Where appropriate it was personalised for the needs of all the users within the business, especially the marketing team who actively use it for campaign management and performance analysis.

The **Affinium NetInsight** solution stores data in an open data warehouse schema and that was considered a major technical advantage as it greatly simplifies future integration with other systems. It runs on nearly any relational database and most platforms. AIRMILES deployed on an Oracle/Solaris based platform.

The hosted system it replaced had been running successfully but then ground to a halt as AIRMILES introduced new pages, fields/tags, increasing reporting time and complexity until it became unworkable.
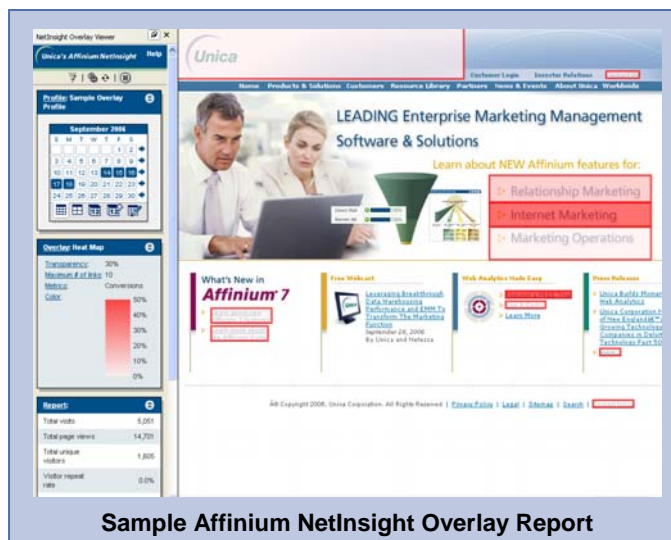
Affinium NetInsight is now actively being used within most of the business units at AIRMILES. *"Without exception the users have found it simple to learn and easy to use. The training requirement has been minimal and the quality and consistency of meaningful, real-time reports has enabled the teams to tailor a better online customer experience"* remarked Jukka Kamarainen, Technical Consultant, Architecture.
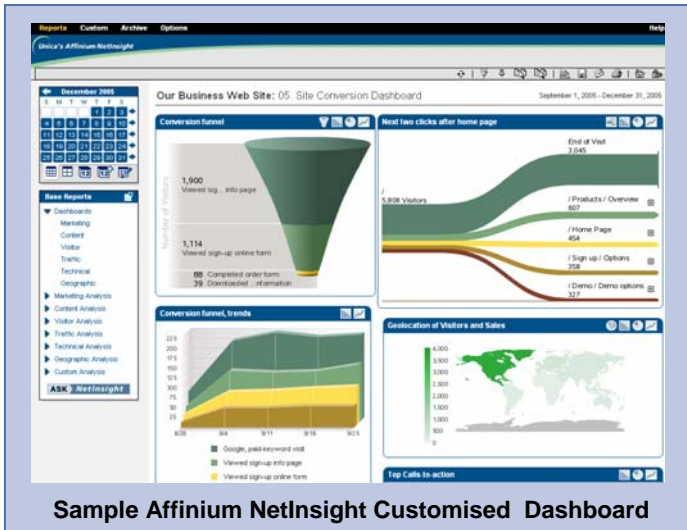
Sample Affinium NetInsight Customised Dashboard

Equally important the findings from the web analysis can now be used to target more relevant and personalised offers to their customers and according to the marketing team this approach has already resulted in uplift in the number of completed shopping baskets and customer satisfaction ratings. *"In the past we were compelled to send a standard set of offers to all our customers, regardless of their preferences. This is clearly not ideal as it results in a lot of wastage and it lacks personalisation. Using the analysis from **Affinium NetInsight**, we can combine customer profile information with the search data from previous site visits to more accurately target offers to our customers."* said Stephen Scott from AIRMILES Online Marketing team.

Sample Affinium NetInsight Overlay Report

Affinium NetInsight uses session cookies to correctly identify customer movement across the anonymous and authenticated portions of the website while using customer id's to track repeat visitor activity. The inbuilt flexibility means that it scales easily to accommodate the needs of ad hoc non-experienced users, right through to the more sophisticated demands of a web master or power user.

THE RESULTS:

Affinium NetInsight and the experienced team at SCL Analytics has helped AIRMILES enhance their marketing analytics and provided a process for the continual optimisation of their online presence and the management of their marketing campaign results.

Key Benefits	SCL Products Implemented	Networking and IT Environment
• >50% reduction in online errors • Increase in revenue from a rise in the number of completed shopping baskets • Speed & quality of data & reports that adds real value to the business • More efficient conversion processes which enhance customer experience • Improved visibility of campaign effectiveness • Ability to target offers to customers based on known preferences & web browsing activities • Improved online customer journey • Optimisation of IT time & resources	• Affinium NetInsight from Unica • Affinium NetInsight training & implementation services from SCL	• Sparc/Solaris/Oracle • Dual processor v240 • G2Gb of RAM • 4-6 300Gb RAID SCSI disks

Having a comprehensive view of conversion scenarios (i.e. how their customers arrive at their site, how they move around while on the site and ultimately book something or abandon their search) is very revealing. Jukka concludes, *"This knowledge enables AIRMILES to continually refine the site and make improvements that are able to improve the success rate of completed transactions. Investment in **Affinium NetInsight** coupled with SCL Analytics' expertise has made a major positive impact on the way we do business at AIRMILES and we expect that it will continue to play a vital role in evolving and growing our online business"*

MORE INFORMATION:

SCL Analytics provides web analytics consultancy and training and are a value added reseller for Unica NetTracker and Affinium NetInsight throughout the UK, Europe and Scandinavia. For more information about SCL Analytics' web analytics solutions, visit us at www.sclanalytics.com.

For more information about Unica, visit www.unica.com

For more information about AIRMILES, visit www.airmiles.co.uk