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Amperity 2023 One Pager Skift User Guide

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Amperity 2023 One Pager Skift

In the AI era, travel companies must meet growing demands for personalized experiences. Explore three key areas for travel brands to focus on optimizing customer data.
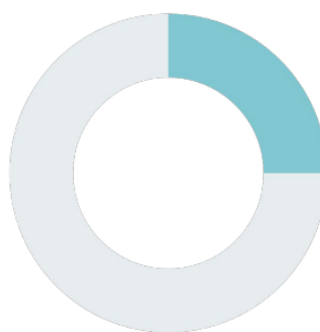
PIVOT TO FIRST-PARTY DATA

Own (don't rent) your most important asset to drive personalized experience for your customers.

Tips for travel brands to maximize first-party data

55% Over 55% of respondents indicated that at least **half of their customer data comes from third-party sources.**

25% Approximately 25% reported obtaining at least **75% of their data from third parties.**

- Simplify the process for customers to share their data.
- Maintain transparency regarding data collection and usage.
- Empower customers with control over their data.
- Employ first-party data to craft personalized customer experiences.

TAKE BETTER ADVANTAGE OF LOYALTY DATA

Provide VIP treatment to your most valued customers so they continue to stay loyal to your brand.

Three ways companies can respond to changing perceptions of loyalty:
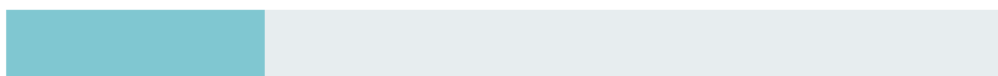
24%
Only 24% of executives **express confidence in accessing necessary member data.**

32%
32% of executives state their **company lacks a loyalty program.**

- Diversify rewards with AI-enhanced systems.
- Personalize customer journeys using AI-driven analytics.
- Implement AI algorithms for curated exclusive benefits.[1]

BUILD A UNIFIED VIEW OF THE TRAVELER

Customer data is messy and siloed. A unified view of your first-party data powers meaningful experiences and accelerates growth.

Three factors that will set an intelligent identity solution apart from the rest:
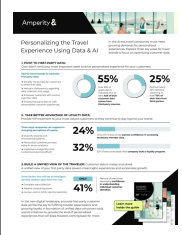
ONLY

41%

- Complete data collection
- Massive computing power
- Human-centric AI/ML identity resolution

Percent of executives expressing confidence in understanding individual customer identities In the new digital landscape, accurate first-party customer data will be the key to fulfilling traveler expectations and growing loyalty. A foundation of unified data can power tools and AI initiatives to provide the kind of personalized experiences that will keep travelers coming back for more.

Documents / Resources

Amperity 2023 One Pager Skift [pdf] User Guide
2023 One Pager Skift, 2023, One Pager Skift, Pager Skift, Skift

References

- **& Personalizing the Travel Experience Using Data and AI | Amperity**
- **User Manual**