

# Unlocking hyper-personalized experiences for Travel and Transport customers

In the last decade, customer expectations have soared, and delivering premium experiences has become a top priority for many in the travel and transport industry. As digitisation continues to revolutionise the way travellers plan, book and arrive at their destination, businesses are leveraging their data to meet the demands of their customers, and automating processes wherever possible. Here's why...

If a travel brand tailored its information and overall trip experience based on personal preferences or past behaviour,

**36%**

would be likely to **PAY MORE FOR THEIR SERVICES<sup>i</sup>**



More than **148.3M** people use the internet to book their



accommodation



tours



activities

**EACH YEAR<sup>ii</sup>**

**57%**

**OF TRAVELLERS**

feel that brands should tailor their information based on personal preferences or past behaviours<sup>iii</sup>

**80%**

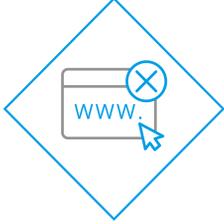
**OF CUSTOMERS PREFER TO SELF-SERVE**

in order to get the information that they need.<sup>iv</sup>

**CUSTOMERS** who had an unpleasant experience on your website are

**88%**

**LESS LIKELY TO RETURN<sup>v</sup>**



**50%**

**OF CONSUMERS**

are likely to **SWITCH BRANDS** if a company doesn't anticipate their needs<sup>vi</sup>



**LOYAL CUSTOMERS ARE:**

**5x**

as likely to **REPURCHASE**



**5x**

as likely to **FORGIVE**



**7x**

try a new **OFFERING**



**4x**

as likely to **REFER<sup>vii</sup>**



**89%**

**OF COMPANIES**

expect to compete mostly on the basis of customer experience<sup>viii</sup>

When it comes to leveraging your data through your IT solutions, and providing your customers with a truly personalized travel experience, you need a partner with the experience and deep domain expertise to help you develop seamless operations, empathetic experience, and enhanced ancillary revenue.

With 30 years' experience delivering up-to-the-minute, robust solutions, platforms and applications, we're at the heart of innovation and value.

**NIIT ARE THE TRUSTED TECHNOLOGY PARTNER OF**



**3000+** travel specialists



**50+** airlines



**20+** airports



**10+** cargo handlers

**WE ALSO REPRESENT**

**10%**

**OF ALL AIRLINE COMMERCE**

**ACROSS**

**95%**

**OF ALL GLOBAL DESTINATIONS**

If you're interested in leveraging emerging technologies to create a smarter, more agile, thriving business that delivers exceptional experiences, and innovative new revenue opportunities, talk to a specialist today on:

**marketing@niit-tech.com**