How to use data to make passengers fall in love with your airline

Mark Ross-Smith
“At the end of the day people won’t remember what you said or did, they will remember how you made them feel.”

— Maya Angelou
The subconscious mind is responsible for:

- Long-term memories
- Phone numbers
- Grocery lists
- The route you will take to drive home
- How to drive a car without thinking about it
- Daily programs you run like behaviours, habits, mood, emotions
- Filters (such as beliefs and values) to run information through to test their validity according to your perception of the world
THE SUBCONSCIOUS MIND

Re-program the subconscious:

1. Hypnosis
2. Repetition with emotional connection
THE SUBCONSCIOUS MIND

In Love

Fallen out of love or never been in love
Can airline loyalty programs replicate that feeling of love with passengers, and translate those feelings into new revenue?
THE 5 LOVE LANGUAGES

01 WORDS OF AFFIRMATION
Expression love in sincere words and explaining the reasons. Saying, “I love you” is important, but context and meaning is critical.

02 QUALITY TIME
Spending time together while being present and giving your full undivided attention.

03 RECEIVING GIFTS
Gifts and gestures show that you are known, loved and cared for. They thrive on the thoughtfulness and effort behind a visual representation of love.

04 ACTS OF SERVICE
The things you do to ease the responsibilities and burdens of others. It means a lot when someone goes out of their way to do something for someone else especially when it's a sacrifice.

05 PHYSICAL TOUCH
Physical presence and accessibility are important. The love to receive hugs, pats on the back, hold hands and just be near others.
THE 5 LOVE LANGUAGES // ELEMENT 1

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Actions to take

“You are one of our most important customers”

Deep meaningful conversation with the passenger

“Thank you for flying with us, card”

Keeping the wine glass full

Shaking hands
THE 5 LOVE LANGUAGES // ELEMENT 1

01
WORDS OF AFFIRMATION
Avoid: Criticism

02
QUALITY TIME
Avoid: Distractions, Not Listening

03
RECEIVING GIFTS
Avoid: Missing important dates

04
ACTS OF SERVICE
Avoid: Laziness, creating more work for them

05
PHYSICAL TOUCH
Avoid: Neglect or emotional abuse of any kind

What to avoid

“You are only in economy class today”

Welcoming the pax on-board, then ignoring their requests

Not receiving birthday gift

“Help yourself to the bar”

No eye contact. Not checking-in with pax.
UNDERSTANDING PASSENGERS

Obtain love interpretation data from:

• Existing profile data on passengers
• *Surveys*
• Set-up your own ‘quiz’ sites
• Buy data from third parties

“COMPLETE THIS PASSENGER CARD AND EARN 10,000 MILES”
UNDERSTANDING PASSENGERS

✓ Love/Joy is the highest emotion state we can feel
✓ What types of love interpretation exist / 5 languages
✓ How to find out what each passenger values the most / 5 languages

NEXT

❑ Knowing which love bucket to focus on
❑ Putting it all together
OTHER VARIABLES // ELEMENT 2

LOYALTY STATUS
Includes customer share of wallet, and status the customer may hold with competing airlines

CABIN OF TRAVEL
The cabin of travel, including any ancillaries the passenger has paid for will play a part

PURPOSE OF TRAVEL
The type of travel, who is paying for the ticket. Families or children on the same booking

PREVIOUS ENCOUNTERS
How do other airlines treat this passenger? Has the passenger received massive compensation in the past?
LOYALTY STATUS // ELEMENT 2

Minimum Expectation

LOYALITY STATUS

// ELEMENT 2

LOVE LANGUAGE ACTION

DELIVERED WITH SINCERITY

ZONE OF INFLUENCE

PLATINUM

SILVER

GOLD

BASE

EXPECTATION ZONE OF INFLUENCE
LOYALTY AS EMOTION // EXAMPLES

Emotionally charged passengers

MAGNIFIED EMOTIONAL IMPACT

IMMEDIATE REVENUE LOCK-IN
HOW IT WORKS // TECHNICAL

Use new and existing data to create outcomes

1. Mechanism to extract love language data from members (e.g.: surveys)

2. Actions to take based on customer journey

3. Variables. Loyalty status, cabin of travel etc

4. Generate CRM actions, upload to crew tablet.
CREATING SMALL MOMENTS OF JOY

REPETITIVE + POSITIVE DELIVERY OF JOY

PAX BEGIN TO ASSOCIATE THE FEELING OF YOUR AIRLINE, WITH LOVE
Thank You

➢ Traveldatadaily.com
➢ Newworldloyalty.com
➢ Linkedin.com/in/markrosssmith