Workshop
Getting your Product in Front of Customers

Barry Nolan, Swrve.
Agenda

1. Brief Swrve Intro
2. What is mobile-first?
3. Mobile-first customer interaction strategies
4. Four best practices for Airlines
NEXT GEN ENGAGEMENT PLATFORM
Know every mobile customer, anticipate their needs, interact in the perfect moment.
“Soon the Ryanair travel app will be bigger business than selling flights.

Because we have all your data, we will know everything about you. We will tailor services depending on what services you want.”

Michael O’Leary, October 2016
Always Getting Better

Ryanair has a new customer-centric focus. In 2014 Ryanair announced a series of radical customer service improvements.

How do you track satisfaction when <1% respond to your email surveys?
The anatomy of a mobile interaction
What the passenger sees
What the passenger sees

- Passenger Name: Barry Nolan
- Active Geofences: Dublin T1 (DUB), Manchester T3 (MAN)
- No Bags Purchased

What Swrve sees

- Date of travel: 21 Sep
- Purchased Priority
- Active Geofences: Dublin T1 (DUB), Manchester T3 (MAN)
Personalized Notification How was your flight?

(The instant the passenger powers up their phone & before cellular access kicks in).
Survey the customer through the Ryanair app.
The entire survey is pre-cached on the passengers phone.
Takes 14 seconds and completes without internet access.
The value of a mobile moment

- 71% complete mobile survey
- 0.7% complete desktop survey
Ryanair, Europe’s No.1 airline, today (5 Apr) released its quarterly ‘Rate My Flight’ statistics, which show that 92% of surveyed customers were happy with their overall flight experience in January, February and March 2017.

Some 300,000 customers used the ‘Rate My Flight’ function in the Ryanair app in January, February and March, ranking their overall experience, boarding, crew friendliness, service onboard and range of food and drink, on a 5-star rating system, ranging from 1 star for Ok, to 3 stars for Good, to 5 stars for Excellent.

Some 92% of respondents rated their overall trip ‘Excellent/Very Good’; recording similar ratings for boarding (99%), crew friendliness (99%), service onboard (93%) and range of food & drink (82%).

‘Rate My Flight’ is available in Dutch, English, French, German, Greek, Italian, Polish and Spanish, via the Ryanair app, which can be downloaded from the iTunes and Google Play stores.

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent/Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Ok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Experience</td>
<td>92%</td>
<td>43%</td>
<td>35%</td>
<td>14%</td>
</tr>
<tr>
<td>Boarding</td>
<td>86%</td>
<td>36%</td>
<td>30%</td>
<td>17%</td>
</tr>
<tr>
<td>Crew Friendliness</td>
<td>95%</td>
<td>55%</td>
<td>29%</td>
<td>11%</td>
</tr>
<tr>
<td>Service onboard</td>
<td>93%</td>
<td>45%</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>Food &amp; Drink Range</td>
<td>82%</td>
<td>24%</td>
<td>26%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Ryanair’s Robin Kiely said:

"‘Rate My Flight’ allows customers to provide real-time reviews on their flights via the Ryanair app, from the moment they land. We welcome all customer feedback so that we can continue to improve all aspects of the Ryanair customer experience and we’re pleased that some 92% of 300,000 customers were satisfied with their Ryanair flight in January, February and March. Customers who want to rate their flight should download the Ryanair app and opt to allow push notifications and will be sent the survey through the app upon landing."
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Swrve partners with large, global enterprises

- $65m funding (Sept 2016 last round).
- SF, LA, NYC, London & Dublin locations.
- Revenues doubling annually.
- Global service team to train, guide and inspire.
Global Presence, Enterprise Scale

- HQ San Francisco, California
- New York, New York
- Dublin, Ireland
- London, U.K.

- 2.2B installs
- 42m daily active users
- 12B daily events
- 138K user interactions segmented per second

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Airline apps enabled by Swrve
- Annual passengers 180 million
- 490,000 mobile interactions each day
Communicating in real-time

Nicky: Want Wifi today?
Tom: How was the flight?
John: You're upgraded
Kate: $10 voucher
Chris: Boarding in...
This is the view most companies have of their customers.
Swrve builds a real-time profile of each customer.
Build interactions based around individual moments

(then multiply by millions of customers)

**PAST**
Behavioral Segmentation
‘what they’ve done’

**PRESENT**
What they are doing right now

**FUTURE**
What likely to do in the future
Build interactions based around individual moments
(then multiply by millions of customers)

Behavioral Segmentation:
what they’ve done’

PRESENT
What they are doing right now

FUTURE
What likely to do in the future

ENGAGEMENT
CONVERSION
Agenda

1. Brief Swrve Intro
2. **What is mobile-first?**
3. Mobile-first customer interaction strategies
4. Four best practices for Airlines
52% of digital sales are booked on a mobile device

How do you drive revenue?
371K
Babies born each day
371K Babies born each day

iPhone
847K iPhones activated each day

Android
1,500K Android devices activated each day
A changed landscape
Until recently, digital was 100% desktop, 100% web

CRM and communications built around ‘the office’ PC.
> email
> banners
> batch
A changed landscape
Now digital is mobile-first.

Today 71% of time spent is in mobile.

Comscore, 2016
And on mobile, it is apps that dominate

In travel, mobile-web and mobile-apps perform **different jobs**.
Mobile Web

Casual users

Discovery
Purchase
Mobile Web

Power users
- Discovery
- Purchase
- Boarding Passes
- Notifications
- Ancillary
- Revenues

Your most valuable customers will be the heaviest users of your mobile-app.
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3. **Mobile-first customer interaction strategies**
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The average person has 119 apps

25% users open an app just once

75% of users disappear in < 5 minutes

<5% go on to purchase in-app
The Top 10 Apps Dominate 97% of consumer time

What hope for enterprise apps?
Design for habit.
Don’t design to maximize engagement

Habit: when choosing you becomes an automatic consumer response.
Two businesses - equivalent revenues

Hours per month

- Advertising
- Transactions
Two businesses - equivalent revenues

Design to maximise engagement? No - design for habit

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Design for habit.
Brands as verbs

I want to go...
I want to know...
I want to do...
I want to buy...
Apps simplify consumers ‘jobs’ in moments of need

I need to get home

I need to pay a friend

I need to hook up

I need to chill out
Design for speed & simplicity

“Don’t make me think”
Why speed and simplicity always wins
Why speed and simplicity always wins

12 seconds
The average human attention span in 2000

8 seconds
The average human attention span in 2013

9 seconds
The average attention span of a goldfish

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Don’t make me think

The mind is lazy & time is short. It doesn’t want to ramp up attention to absorb a message with a high level of complexity.
Don’t make me think
Simple, personal & contextual always wins.

It’s how today’s mobile brands communicate.
How today’s mobile brands communicate?

Marketing evolves from:
• promotional to personal.
• broadcast to contextual at moment of need.
When I arrived in Dubai, **Uber** let me know they’re supporting the book fair.

Real-time location aware in-app message
I was near the Apple Store in Regent Street.

Geo-fence triggered interaction
And **Apple** reminded me about those two items in my cart
I just finished my Kindle book

Alternatively, the text content can be represented as:

gonna have a meeting with them. It's all taken care of." Further on again Hamilton writes of listening to Armstrong call Hein Verbruggen from the team bus: 'He may just as well have been talking to a business partner, a friend.' UCI officials claim Armstrong's test at the 2001 Tour de Suisse was 'suspicious', not positive.

It was at this time that Armstrong made a donation of $25,000 to UCI to support their anti-doping work.

In October 2012, Pat McQuaid, president of the UCI, described Landis and Hamilton as 'scumbags'.

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Perfect moment for Amazon to suggest review & purchase

Event triggered review request

Content retargeting

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To drive engagement, **Spotify** compiled my favorite tracks.

Native in-app message
Recently **Waze** suggested a better way to work.

Predictive push
I hadn’t watched Netflix in weeks.
1st gen mobile marketing: broadcast

Broadcast & Promotional

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Mobile generation marketing: Personal

Broadcast & Promotional

Predictive & Helpful

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Onboarding should be the only conversation you have with new customers.

It will boost activations 200%-300%
The first moments of app use have a profound impact on long-term engagement and retention.

Apps that optimize new user onboarding better retain, engage, and convert.
First-time user experience
Oh. Ok. Sure, let’s check this out first, instead.

Well, maybe they have a good reason for it...

Hmm... “even when you are not using the app”? That seems kind of... excessive... no?

So, I let them track my “precise location continuously” in order to get “location-based services”? I’m gonna say...

... pass
“United” Would Like to Send You Notifications
Notifications may include alerts, sounds, and icon badges. These can be configured in Settings.

Don’t Allow  Allow

Welcome to United
Sign in

Flight status
Entertainment
Book a flight
Check-in
A little permission priming could’ve gone a long way here, but let’s keep our “Hmm Nah” momentum going instead.

Jeepers, United! You don’t care much about warming someone up, do you?
Create, deploy first touch experiences - on the fly, without code, or resubmitting to the app store.

If it is not activating, change it in an instant.
Focus your first-touch experiences solely on your core activation goals.
Always explain the value to users from permissions (e.g. push). Opt-in rates will increase 200%-300%.
It is normal for onboarding to continue long after Day1.

A message schedule (push, in-app, email) to new users increases activation rate by >55%.
Use the direct connection with each customer to transform their experience
British Airway’s notifications enhance the travel experience
When selling, be contextual, personal and valuable.
A generic message like this will get:
- 3% engagement
- 97% interruption

Most companies confuse this push notification with a successful mobile marketing strategy. It isn’t.
Create ‘live’ audiences based around actual interests and behaviors.

For example: Economy passengers, who purchased last year, and Boxever has selected with a marketing offer for London.
**When you test, you always achieve better results.**

**Outcomes**
Focus on downstream conversion goals.

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### Engagement Metrics

<table>
<thead>
<tr>
<th></th>
<th>Variant 1</th>
<th>Variant 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Reports</strong></td>
<td>24.31%</td>
<td>35.01%</td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
<td>13.89</td>
<td>22.50</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td>2.89</td>
<td>0.89</td>
</tr>
<tr>
<td><strong>Loyalty Points</strong></td>
<td>969</td>
<td>1350</td>
</tr>
<tr>
<td><strong>Purchase Visits</strong></td>
<td>0.99</td>
<td>4.02</td>
</tr>
</tbody>
</table>

**Variant 1**
- FlightX 2m ago
- Top destinations across Europe are 25% off for the next three days.

**Variant 2**
- FlightX 5m ago
- For 72 hours only we’re taking 25% off top destinations across Europe. The best prices go first so don’t delay.
When you personalize, engagement jumps 10X

**Optimal:**
Sent at the perfect time for each customer based on their unique usage.

**Personal:**
Simple things like using people's name

**Contextual:**
Last search for Rome

**Connected:**
Insert points status.

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ANCILLARIES

Deliver singular propositions around travel events
Future travel events convert great

Date to Flight + User Property + Segment

Hi Kate. Need seats for next week’s flight to Dublin? Grab them now. They are 25% off when your purchase in-app.
Economy travelers most likely to upgrade

When selling on mobile

Target offers to specific customers.

Passengers for LHR who purchased Heathrow express in the past

Upgrade to Premium Economy choose for yourself how much an upgrade is worth to you

Make an offer now

Heathrow Express to London? exclusive offer £10 for FlightX passengers

1-Touch Purchase
When selling

Don’t offer multiple options

Rather test multiple variants
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