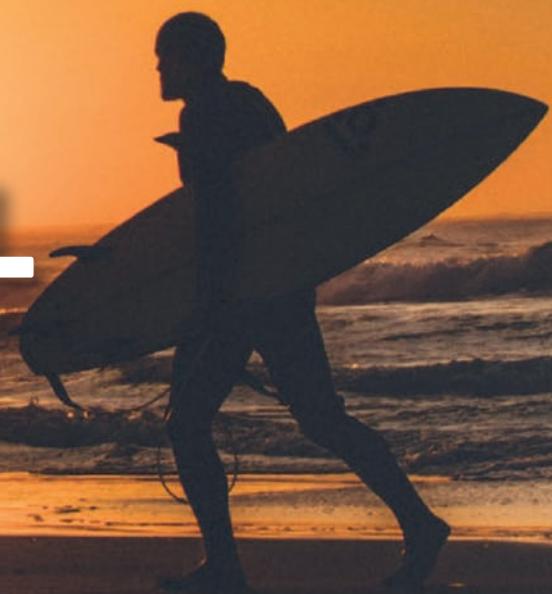


CASE STUDY

RIDING THE WAVES WITH TITAN TRAVEL



INTENT-DRIVEN
CUSTOMER JOURNEYS

[THUNDERHEAD.COM](https://thunderhead.com)



Placing the customer at the center of the relationship is in the DNA at Titan Travel, but to remain true to their values, build lasting relationships and outsmart the competition, Titan Travel decided to rock the boat.

Commonly, holidays sold by British tour operators focus on the destination and are aimed at the international market with multilingual commentaries, broad itineraries and locally contracted hotels and tour managers resulting in a generic traveler experience.

Titan Travel are different. Their well-traveled staff know their destinations inside out and hand-pick the best hotels, airlines, trains and cruises, designing their excursions to include aspects that are of particular interest to the British traveler.

Placing the customer at the center of the relationship is in the DNA at Titan Travel, but to remain true to their values, build lasting relationships and outsmart the competition, Titan Travel decided to rock the boat. Recently however, competing tour operators have jumped on the Titan Travel bandwagon, offering replicated or similar packages at a lower price. It was imperative that Titan Travel took the initiative, to remain true to their values and demonstrate their complete commitment to understanding the British traveler's genuine needs better than anyone else.

The vision for Titan Travel was simple: to understand each and every one of their customer's 'trip intent' and provide a personalized experience across all their communication channels.

To do this Titan Travel turned to Thunderhead's ONE Engagement Hub (ONE): it's our cloud-based solution that connects customer insight, context and real-time journey behavior across all customer touchpoints. With ONE, Titan Travel started listening to their customers as they traveled across the brand's digital and physical channels, helping them build a clearer picture of each and every person as well as identify previously anonymous customers by stitching together their interaction history. Armed with a boatload of fresh new learnings, Titan Travel began tailoring their outbound communications, personalizing emails and their website which immediately started to drive more effective conversations with their customers and prospects.

Within just a few days of using ONE, approximately £9,000 worth of incremental holiday bookings were seen as a result of placing a customer's browsing behavior, for example which holidays they had shown an interest in, in the hands of the outbound call center team. This proved that by having a personalized and relevant conversation, connecting a customer's online and offline journey, Titan Travel could generate an extra £1.5 million revenue per year just by making one extra booking a day.

Over the course of 12 weeks, email and web recognition of previously anonymous online interactions increased from zero to seven percent, that's 20,000 unique customers identified.

**Every second of the day,
Thunderhead's ONE Engagement
hub helps Titan Travel to:**

- Provide sales teams with leads to customers who started their booking online, but may not have completed.
- Understand in real-time why customers are interacting with Titan Travel and what they are looking at.
- Provide email teams with insight on customers who have shown product-level and geography-level interest, requested a brochure and shown interest in a blog, to enabling them to send targeted e-shots to relevant customers.
- Enable marketing teams to investigate what online information, including customer behavior, would be useful for the sales teams to know to improve customer conversions.
- Provide direct mail teams with leads to customers who have specifically read blogs on the website, helping to have relevant direct mail conversations.

Titan Travel were riding high, bolstered further by a ground breaking 5,242 email sign-ups in just one month after launching their personalized website capabilities. Ripples were felt far and wide at Titan Travel, as ONE championed the way in which teams already worked with one another. Armed with a heightened level of customer insight, ONE reinforced the bonds between Titan Travel's sales, service and marketing departments.

IN JUST A FEW DAYS...



£9,000

OF INCREMENTAL
HOLIDAY BOOKINGS



20,000

UNIQUE CUSTOMERS
IDENTIFIED



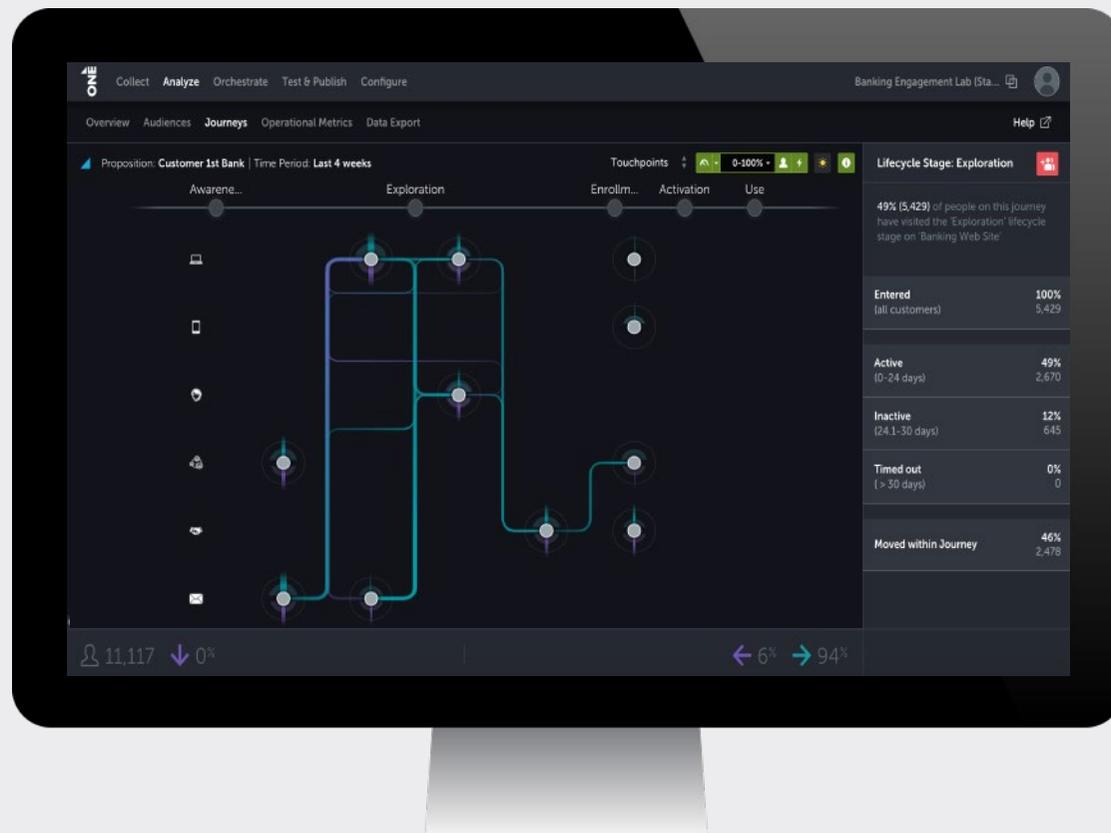
100%

OF WEB TRAFFIC RECEIVES
PERSONALIZED CONTENT

EMAIL OPEN
RATE INCREASED FROM **15%**
TO **60%**

EMAIL UNSUBSCRIBE
RATE DECREASED TO **0%**

CLICK THROUGH
RATE INCREASED FROM **1%**
TO **20%**



WHY ONE?

“Titan has used ONE to make big leaps forward in our ability to recognize previously anonymous web visitors and join up their journeys across channels. We’ve seen real business benefits and have been able to have more meaningful conversations with both existing and potential customers. I’m proud of the work we’ve done with Thunderhead and see it as the start of a longer-term drive towards better recognition and personalization – and ultimately, a better experience for our customers.”

DAN WHITEHOUSE - MARKETING DIRECTOR

ABOUT THUNDERHEAD

Thunderhead is leading the movement to transform customer engagement, enabling brands for the first time to understand each customer’s true intent and orchestrate personalized journeys for millions of customers across billions of touchpoints, seamlessly and in real-time.

With Thunderhead’s AI-driven ONE platform, it’s now possible for brands to deliver exceptional engagement

for every customer throughout every journey. Across every industry, ONE is driving topline growth, reducing cost-to-serve, increasing customer happiness and building customer lifetime value.

A recognized global leader in the customer engagement market, Thunderhead is headquartered in London and has its development HQ in Boston.

Thunderhead. Effortless Engagement, Valuable Relationships, Happier Customers.

conversations@thunderhead.com



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