

Presented by:
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Heathrow x Contentsquare

CX Circle

26/10/2021

Heathrow

Agenda

1. **Heathrow** – In the Movies
2. **Heathrow** – Pre and Post Pandemic
3. Winning the Experience Analytics Era
4. Heathrow's Plan
5. Step up to win CX

MOVIE QUIZ

1. Heathrow in the Movies



**Join at [slido.com](https://www.slido.com)
#Popcorn**

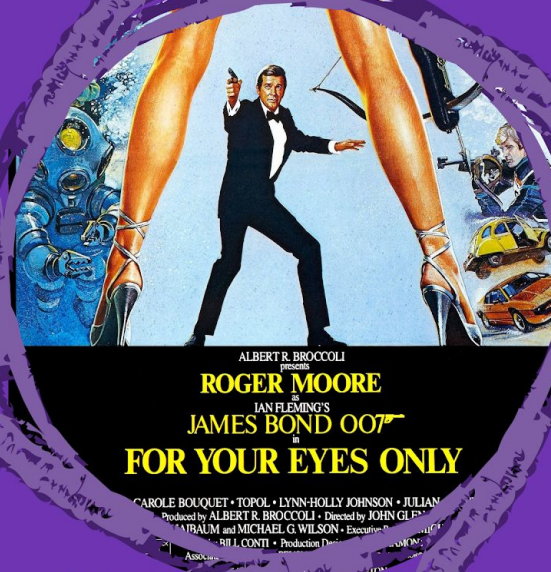
slido





FOR YOUR EYES ONLY

2. Heathrow



An aerial photograph of Heathrow Airport, showing the main terminal building with its distinctive white, ribbed roof, several runways, taxiways, and a large tarmac area filled with numerous commercial aircraft. A semi-transparent purple banner is overlaid across the center of the image, containing the text 'Heathrow...Britain's Busiest Airport'.

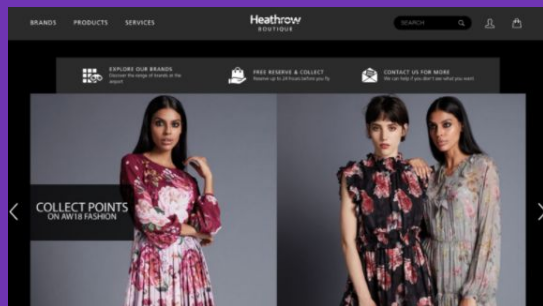
Heathrow...Britain's Busiest Airport

An aerial photograph of an airport terminal and tarmac. The terminal is a long, white building with a central jet bridge. Numerous commercial aircraft are parked at gates along the jet bridge. The tarmac is paved and shows various ground service equipment. In the background, there are airport buildings, parking lots, and some greenery. A semi-transparent purple banner is overlaid across the middle of the image, containing white text.

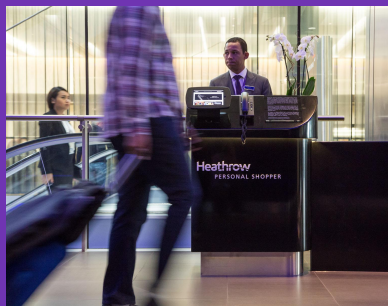
It's just an Airport...Where is the eCommerce?

Retail

- Retail Journey – from classic airport retail to award winning retail experience



Heathrow Boutique launched in 2013 and replatformed last year



Personal Shopper 'podium' in the lobby area of the BA lounge.



Just a few of the brands at Heathrow...

BURBERRY
LONDON ENGLAND

TIFFANY & CO.

Cartier

CHANEL

Ω
OMEGA

BVLGARI



LANCÔME
PARIS

GUCCI

CLARINS

HERMÈS
PARIS

JO MALONE
LONDON

kate spade
NEW YORK

KURT GEIGER

BOSS
HUGO BOSS

ACCESSORIZE
LONDON

BOTTEGA VENETA

CAVIAR
HOUSE
&
PRUNIER

Dior

FENDI
ROMA

Hamleys

Harrods

THE
Harry Potter
SHOP

LACOSTE

LOUIS VUITTON

MAC

Paul Smith

PRADA

SAINT LAURENT

REISS

ROLEX

EST. 1887
SMYTHSON
OF BOND STREET

Superdry

TED BAKER
LONDON

TIFFANY & CO.

VALENTINO

WATCHES &
SWITZERLAND
SINCE 1924

What would James approve of...

Heathrow

Post Pandemic

- Becoming a growth Business again
- Removal of VAT Free Shopping
- Single basket / Marketplace – One Heathrow



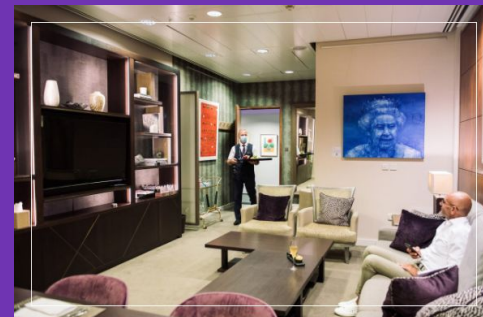
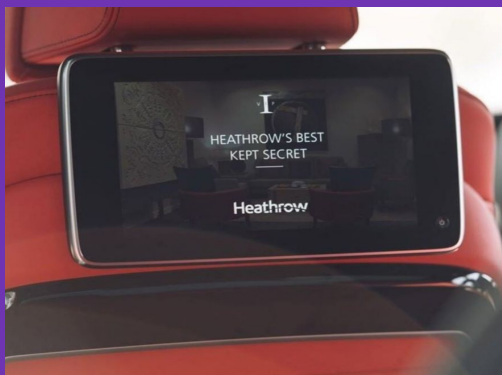
THE WORLD IS NOT ENOUGH

3. Winning the Experience Analytics Era

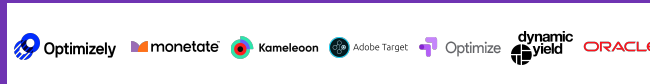
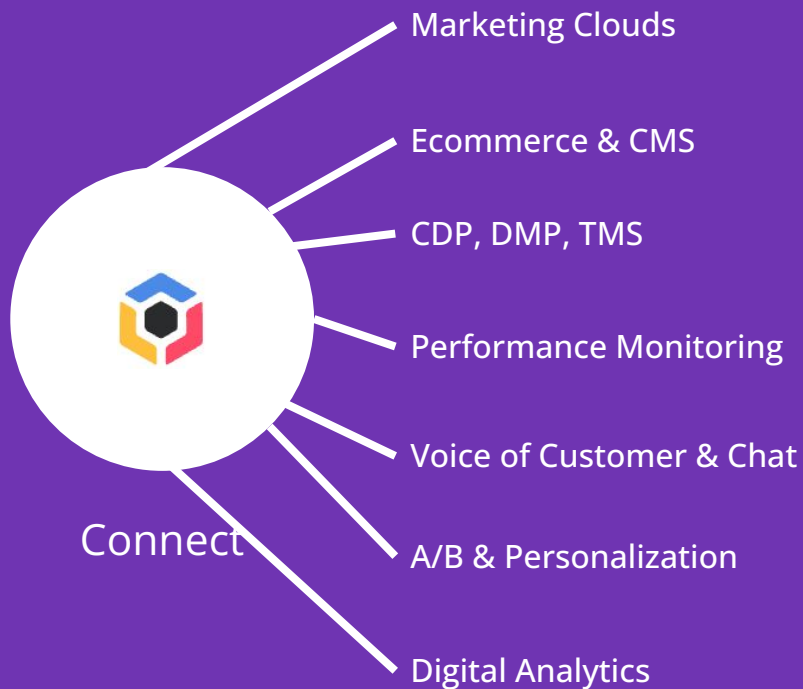


Time to get serious with CX Data and Technology

- Technology Convergence
- Most CX Teams lack a joined approach to data and technology
And don't utilise all of the data assets they have in their org
- Rely too much on customer opinion versus other data signals



CX Experience Data to drive CDP Segmentation and site Personalisation



Our CX Analytics Journey

Heathrow

A FEW WAYS WE'RE OPTIMISING CUSTOMER EXPERIENCE



Heathrow's Analytics and Digital Optimisation teams are tasked with surfacing user experience issues on several Heathrow domains and running A/B tests to understand and optimise our customers' digital experiences.



Understand customer behaviour & pain points

Monitor & analyse purchasing flows



Improve & optimise pages

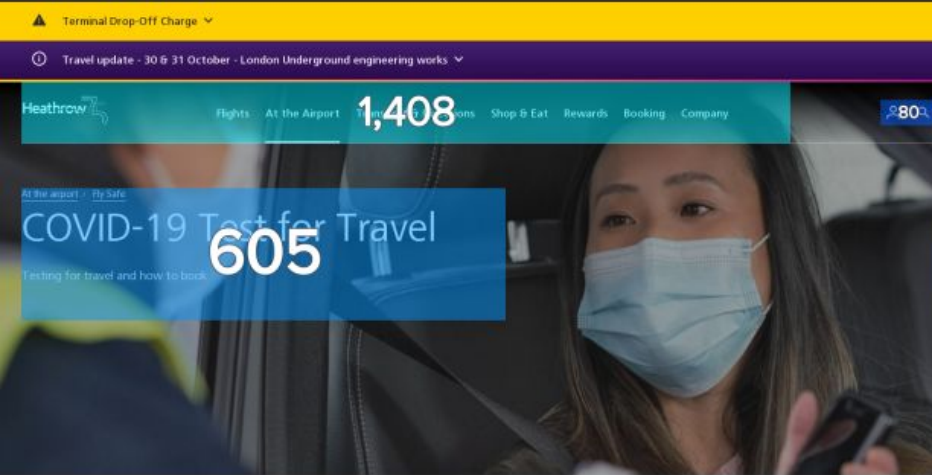


Identify & quantify site performance issues



Provide full customer view with other analytics integrations





Testing options at Heathrow

We have launched a range of private testing options for passengers at Heathrow to keep you flying safely. Our test providers offer various tests for both arriving and departing passengers as testing requirements vary depending on the country you are travelling to or from.

Please note that these tests need to be pre-booked, and fees apply.



Home / Remote Testing

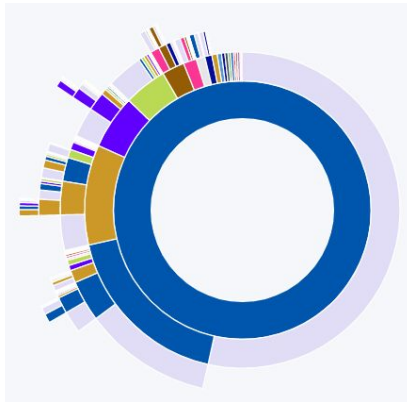
Day 2 only test	Day 2 only test	Day 2 only test
Rapid Antigen / Latent 137	Rapid Antigen / Latent 54	Rapid Antigen / Latent 10
Home (self-swab)	Home (self-swab without supervision)	Home (self-swab with supervision)
Results within 60 minutes	Results within 8 hours	Results within 8 hours
From £25 48	From £25 27	From £35 5
	Book now 854	Book now 149

Covid 19 Testing

- New business streams essential to recovery
- Organising a mass of ever changing information through CX Analysis



JOURNEYS BEFORE THE PAGE: TERMINAL DROP-OFF CHARGE




From 1 November 2021, all vehicles entering Heathrow terminal drop-off zones will pay a £5 Terminal Drop-Off Charge, discounts and exemptions apply. The £5 charge applies to each visit.

Our car parks remain open, where normal parking charges apply. The drop-off charge does not affect passenger pick-ups, which will continue to take place via the car parks. You cannot pick up passengers from the drop-off zones.

How to pay

You can pay your £5 charge in advance, on the day you drop-off, or by midnight the next day. You have three ways to pay - online, by autopay functionality or by automated telephone service.

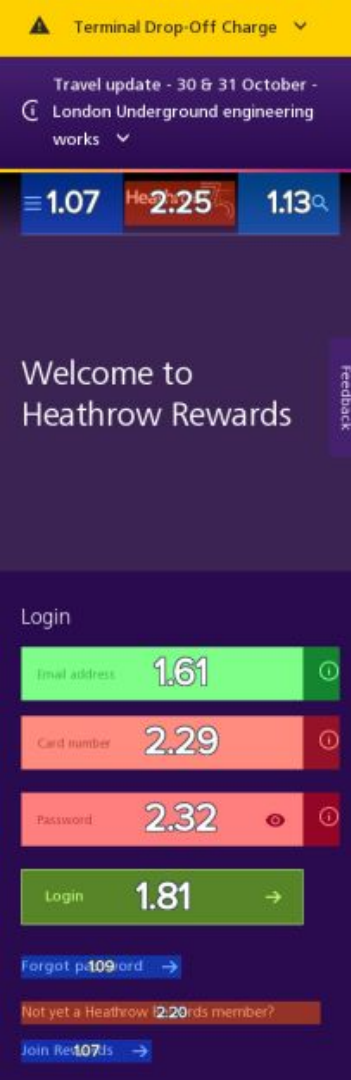
 **Pay for your drop-off**
Pay for a single drop-off or pre-pay for multiple drop-offs.
0.86%

[Pay now →](#)

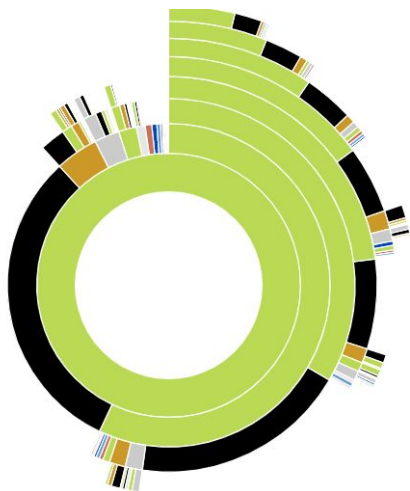
 **Personal account**
Add a vehicle, pay for a single drop-off, pre-pay for multiple drop-offs, set up autopay and review trip history.
1.40%

Terminal drop off Charge

- Understanding Customer feedback
- Making Booking as painless as possible



JOURNEYS AFTER THE PAGE: REWARDS



Rewards Log in

- Technical issue causing log in pain for our most valuable customers
- Session replays identified unknown pain points

CX Analysis for Site Redesign

How much additional revenue could be generated by showing error message when selecting time/date?

ANNUALISED:
£72,000

	Sessions	CR	AOV	Revenue
If visitors encountered the frustration	695	4.3%	£94	£2,806
If they didn't		11.7%	£109	£8,827

Additional revenue
(monthly):
£6,000

CX Analysis for Site Redesign

How much additional revenue could be generated by giving the possibility to change date/time on this page?

ANNUALISED:
£202,800

	Sessions	CR	AOV	Revenue
If visitors encountered the frustration	328	28.7%	£103	£9,696
If they didn't		69.3%	£117	£26,593

Additional revenue
(monthly):
£16,900

CX Analysis for Site Redesign

How much additional revenue could be generated by making the checkout CTA more attractive?

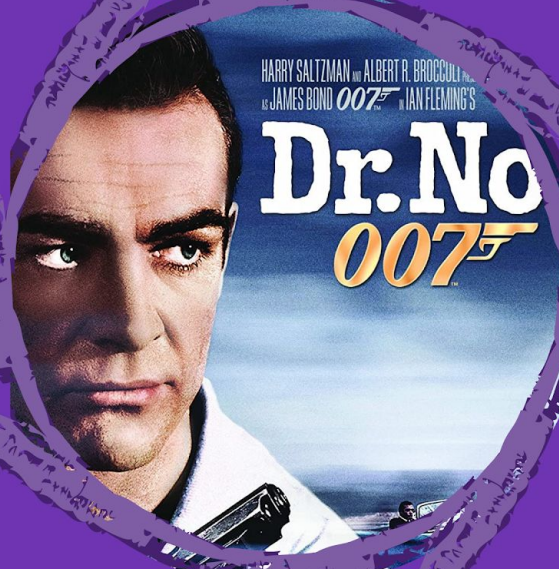
ANNUALISED:
£364,800

	Sessions	CR	AOV	Revenue
If visitors achieved the desired behaviour	485	65.3%	£116	£36,729
If they didn't		11.7%	£112	£6,355

Additional revenue
(monthly):
£30,400

DR NO

4. Heathrow's Plan



CX Plan

- Experience data – Behavioural measures and traits into CDP
- New functionality to exploit – Find and Fix, Digital Happiness Index
- Implement CS for Apps
- People – upskill and drive usage – 22 active users in 22 - at least 10 certified



Experimentation and Personalisation

- Over **300 tests run** and over **£5M uplift**
- Test everything - More experiments = more learning
- No such thing as a failed experiment
- Use AI to Scale
- Cross functional collaboration is key - CX touches all parts of the business
- DMPs CDPs and experience platforms - Heathrow's 1-to-1 Personalisation Plans

Sum up

- Blend CX data to drive personalisation
- Digital signals are the new Customer survey
- Test everything and always be testing



Heathrow

Making every journey better



<https://www.linkedin.com/in/stuirvine/>