Presented by:
Stuart Irvine

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

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MOVIE QUIZ

1. Heathrow in the Movies

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Join at slido.com
#Popcorn

slido

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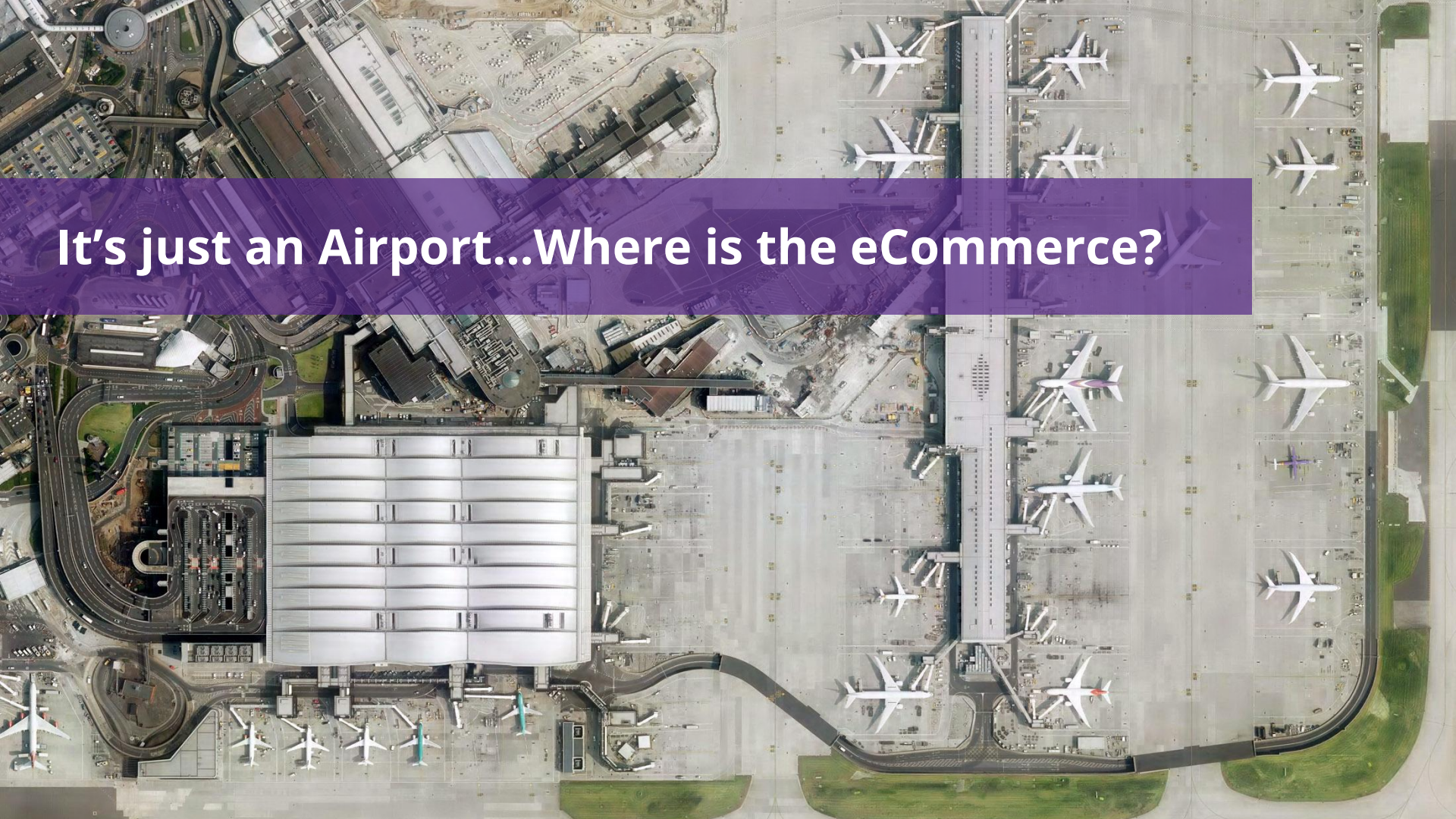
"...A TERRIFIC, SAVVY, FULLY FELT COMEDY."
"THE MOST GLORIOUSLY QUIRKY & DELIGHTFULLY FEEL-GOOD BRITISH MOVIE SINCE BILLY ELLIOT."
BEND IT LIKE BECKHAM
A WINNING COMEDY
IN THEATRES THIS SPRING
www.foxsearchlight.com

ALBERT R. BROCCOLI'S EON PRODUCTIONS PRESENTS PIERCE BROSNAN AS IAN FLEMING'S JAMES BOND 007
PIERCE BROSNAN
DIE ANOTHER DAY

FOR YOUR EYES ONLY

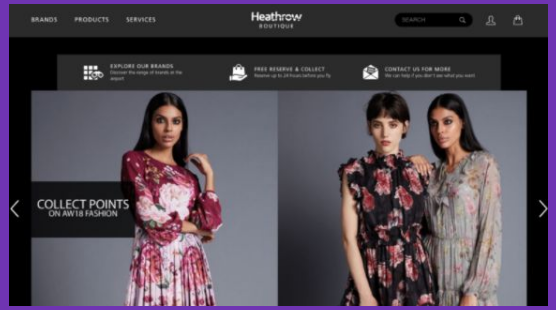
2. Heathrow

Heathrow…Britain’s Busiest Airport

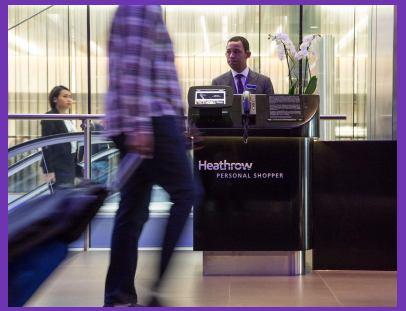

It’s just an Airport…Where is the eCommerce?

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…

What would James approve of…

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Post Pandemic

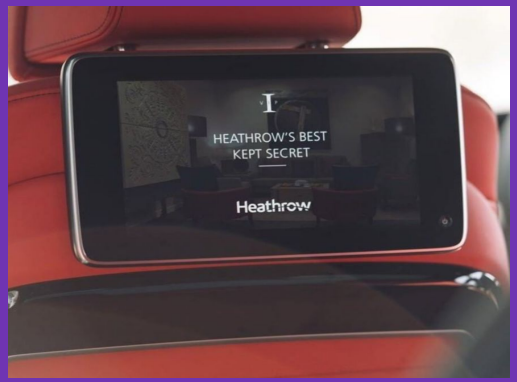
- Becoming a growth Business again
- Removal of VAT Free Shopping
- Single basket / Marketplace – One Heathrow

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



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CX Experience Data to drive CDP Segmentation and site Personalisation

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Our CX Analytics Journey

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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

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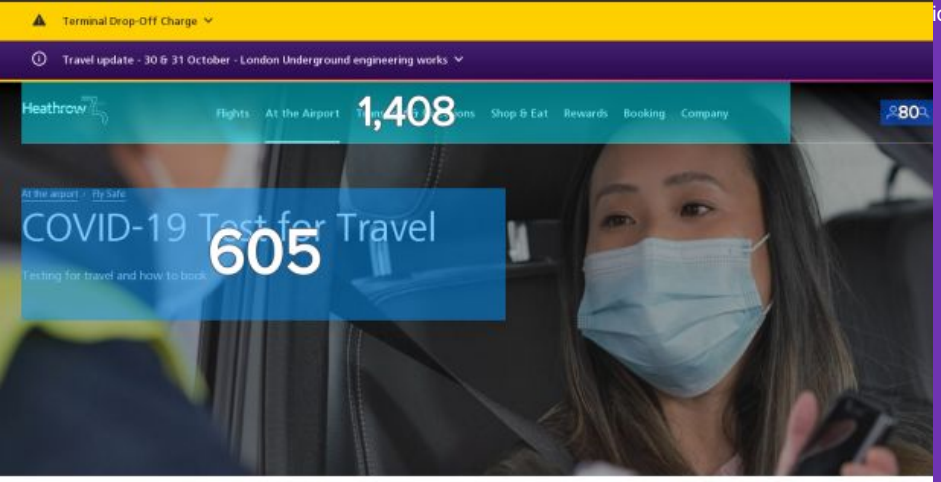

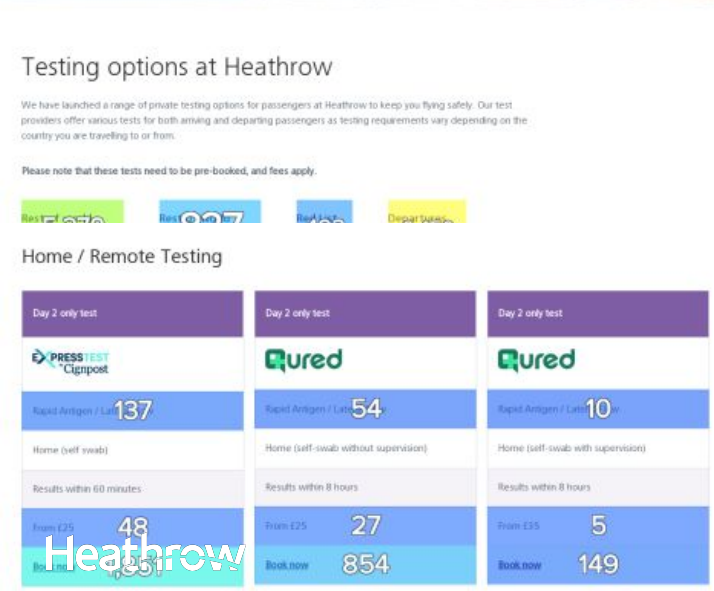

Covid 19 Testing

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

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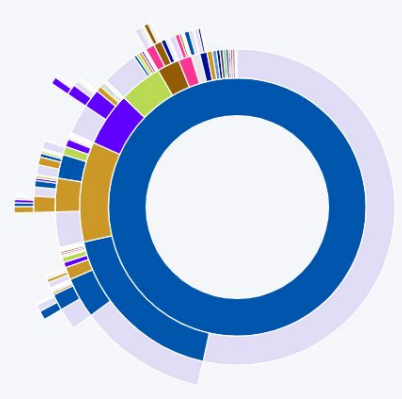
JOURNEYS BEFORE THE PAGE: TERMINAL DROP-OFF CHARGE



Terminal drop off Charge

- Understanding Customer feedback
- Making Booking as painless as possible

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Rewards Log in

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

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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

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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

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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

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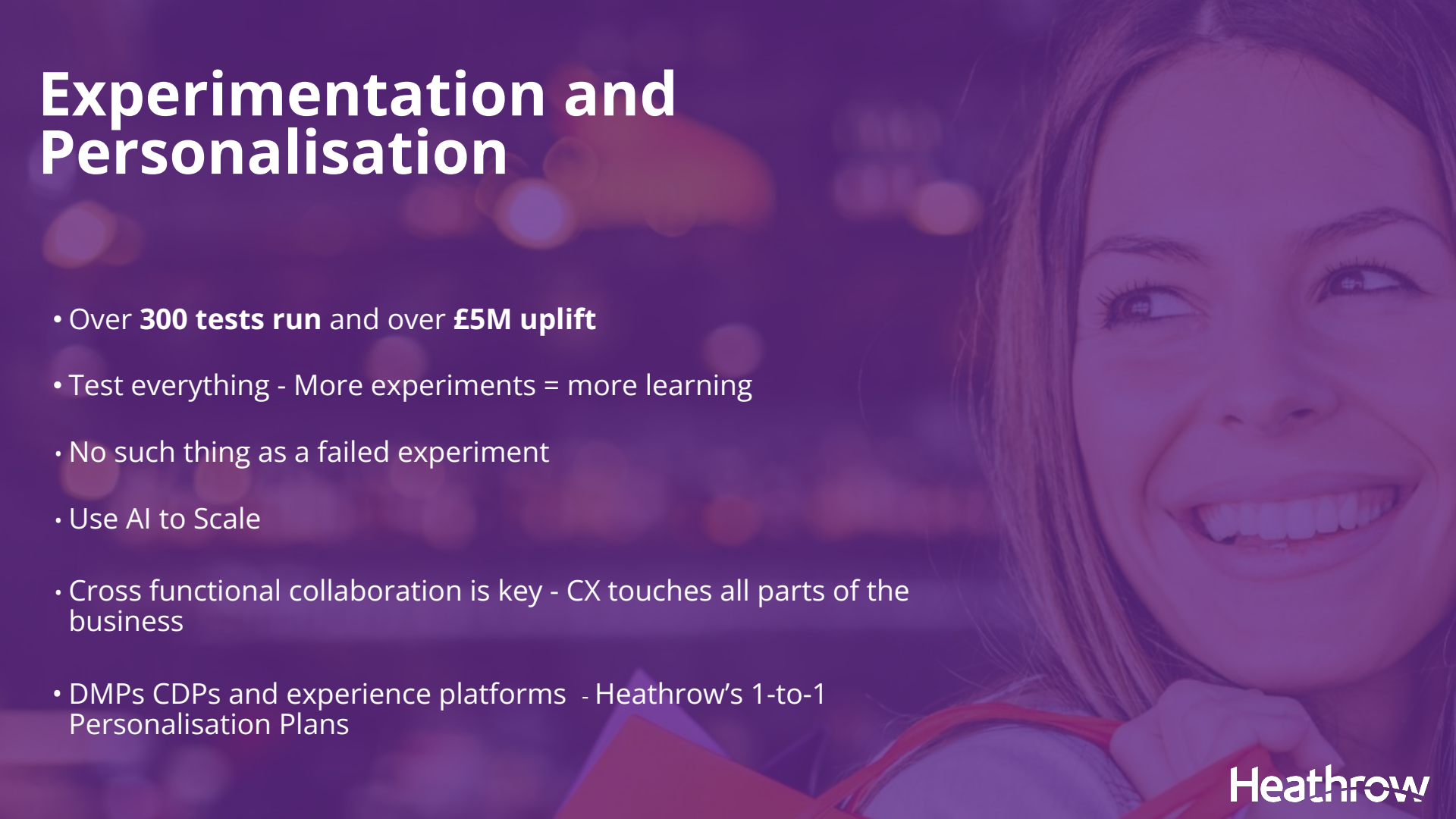
DR NO

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

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Sum up

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

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Making every journey better

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