



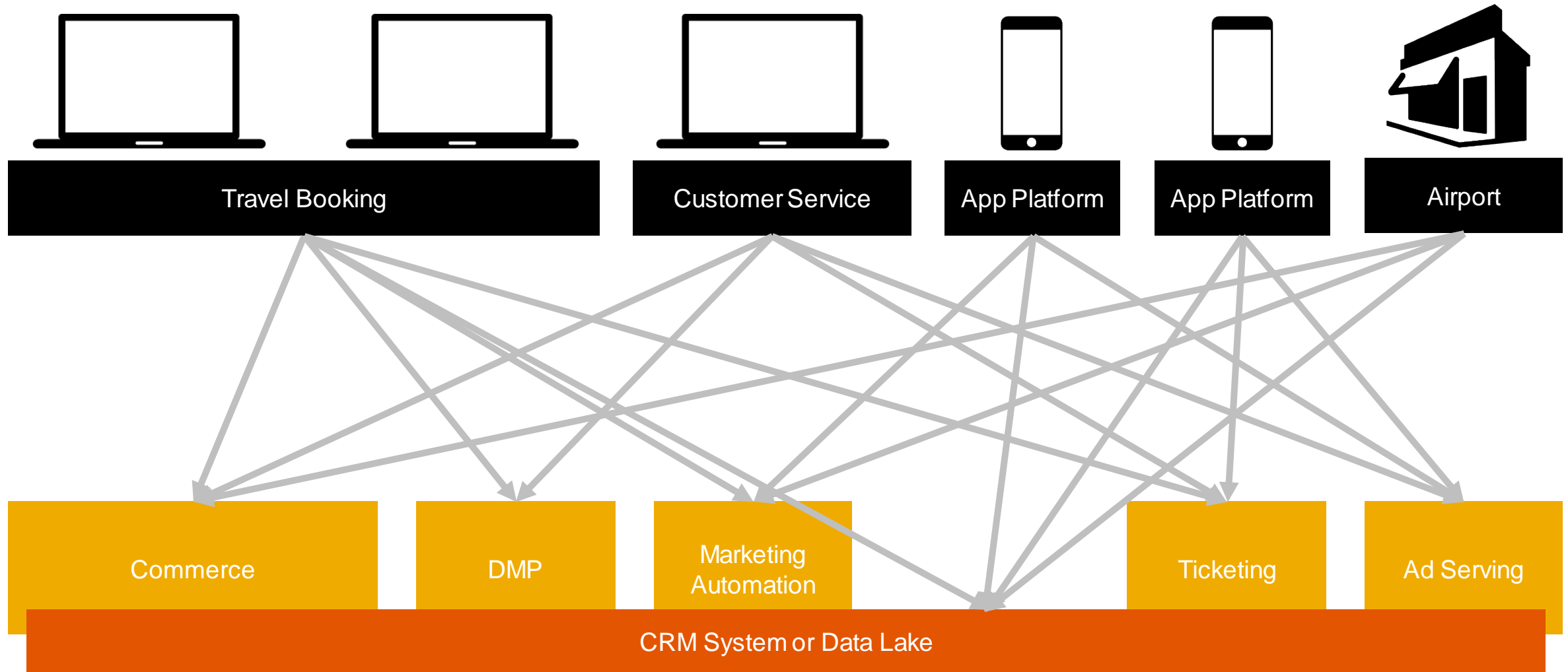
Air Canada's (AC) Transformation Journey: Improved Flyer Experience

Santhosh Subramani
Director, CRM
Air Canada

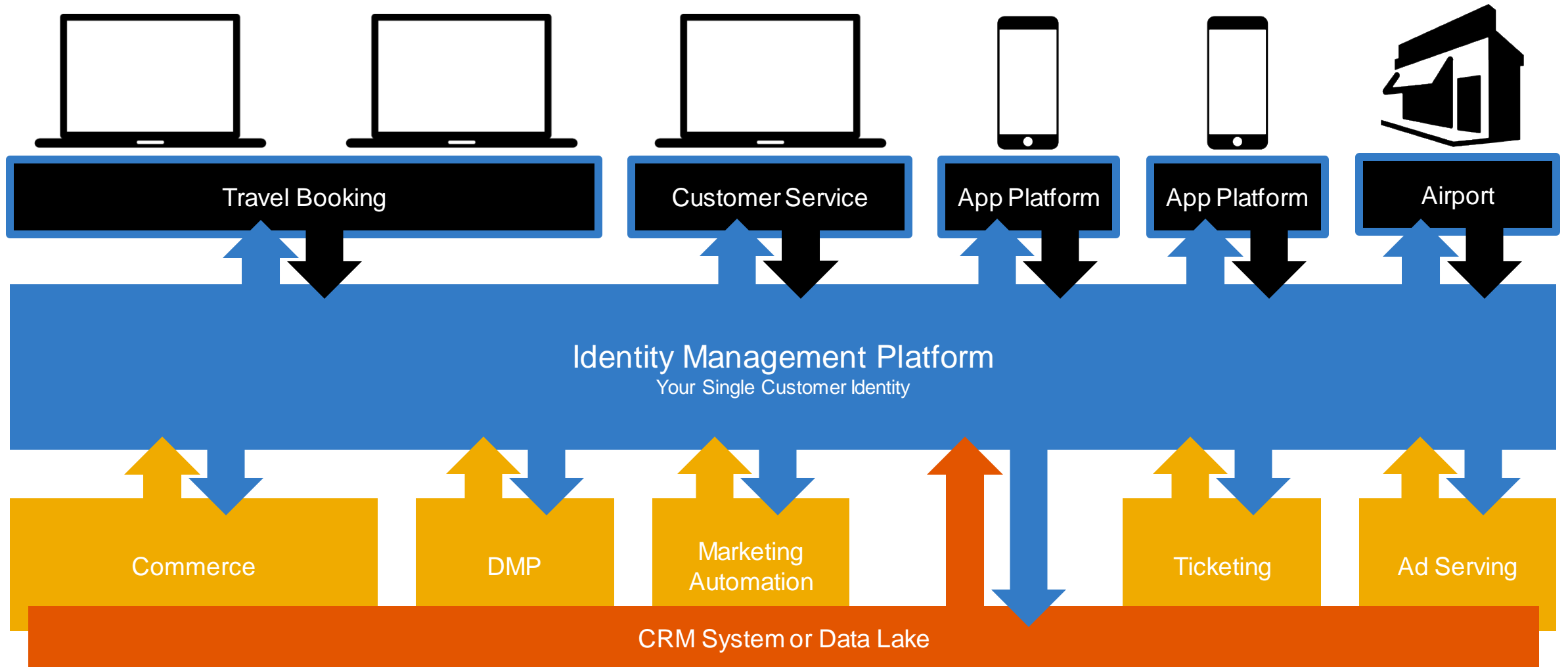
March 26, 2019

**The Customer Data Cloud from
SAP helps businesses create a
unified journey across complex
service offerings.**

User Data Relationships Require a lot of Management



SAP Customer Data Cloud from Gigya Simplifies Data Connections from Customers to Your Stack



SAP Customer Data Cloud



Identify and engage customers across channels and devices.



Build Trusted Customer Relationships based on Transparency and Control.



Power trusted digital experiences with first party data.

SAP Customer Identity

Registration-as-a-Service

Social Login

Progressive Profiling

SAP Customer Consent

Preference & Consent Mgmt.

Self-Service Preference Center

ToS and Opt-in Management

SAP Customer Profile

Profile Orchestration & Governance

Customer Insights

Customer Data Store

Navigating data regulations is getting more complex...



More data regulations are being enacted globally each year

An Evolving Platform...

SAP Customer Identity & Access Management for B2B

**EXTERNAL
IDENTITY
MANAGEMENT**

**CONSENT &
PREFERENCE
MANAGEMENT**

**AUTHENTICATION
MANAGEMENT**

**ACCESS
CONTROL**

PERSONALIZED

SELF-SERVICE

DELEGATED



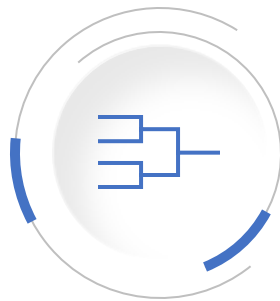
SAP Customer Data Cloud Foundation

SAP Customer Identity, Consent and Profile Foundation

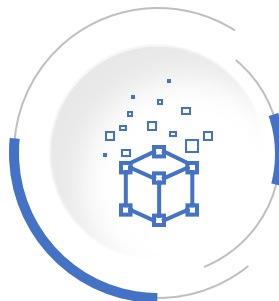
However making sense of digital information is not easy



The key lies in unlocking the data



It's in different schemas,
different metadata,
different relationships



Analyzing it requires
a huge standardization
effort



Applying real-time ML &
AI across is time
consuming and expensive

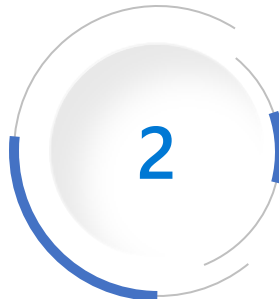
Our three companies have come together to solve this



Open Data Initiative principles



Customer ownership
and control



AI-Driven
Business Outcomes



Open and
extensible



Air Canada is on a Transformation Journey



+ New reservation system + New loyalty program + Improved customer experience +

1. From Branch → Enterprise



2. From Service-Focus → Retail-Focus



This new strategy achieves three **strategic objectives**:



Re-activate & grow AC customer base

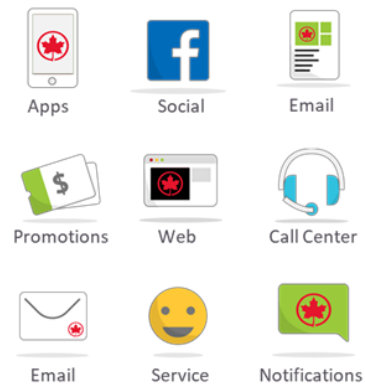


Engage customers and increase direct channel visits



Retain customers and increase spend

Channels



Data





**Knowing Your Customer
is the Key...and it starts
with having an all
encompassing strategy**



CRM Strategy



- | | |
|---------------------------------------|---|
| 1 User Experience & Design | <ul style="list-style-type: none">• Deliver seamless experience of CRM program by channel• Create intuitive design for consumers |
| 2 Data Management | <ul style="list-style-type: none">• Define Customer Profile aka Single View of Customer• Build Customer Journey |
| 3 Analytics | <ul style="list-style-type: none">• Define analyses needs (e.g., targeting campaign analysis, level of sophistication, consistency) |
| 4 Marketing Execution | <ul style="list-style-type: none">• Define campaign design• Deliver flawless execution of CRM program components• Ensure accountability of marketing performance (e.g., P&L of campaigns) |
| 5 Content & Creative | <ul style="list-style-type: none">• Determine relevant content (e.g., messaging, creative) to serve• Manage creative assets |





The Challenge...

**...data silos preventing
unified view of the
customer**



Broken Customer Engagement

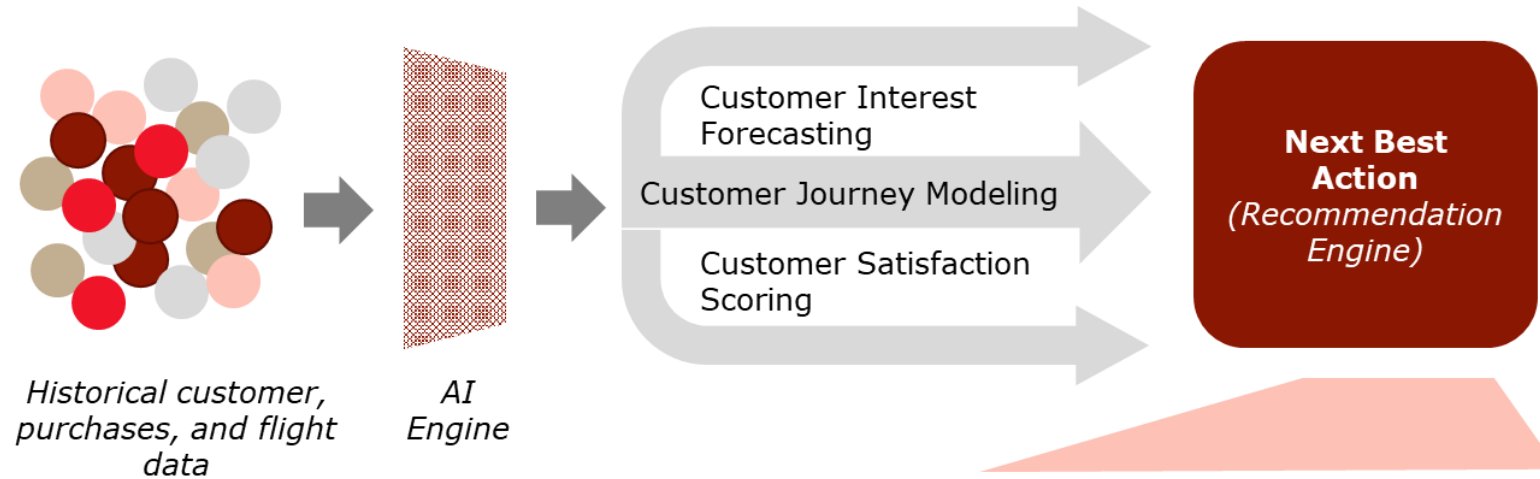
No single view of customer due to data silos

- Disconnected outbound campaigns
- Multiple sign-on's
- Disjointed inbound channel experience





Drive next best action in every engagement... offline and online!



Expected Benefits

- Automatic A/B Testing and multi-arm bandits (never-stop-learning)
- Personalized offer recommendations
- Large scale customer / flight trends

Illustrative Offers

Recommended Offers for "John Smith"	Expected Engagement Rate
1) Extra legroom	70-80%
2) Miles offer	18-25%
3) 15% flight discount	2-5%

John Smith is a frequent-flyer travelling on business; he appreciates an offering of extra legroom more than discounted tickets

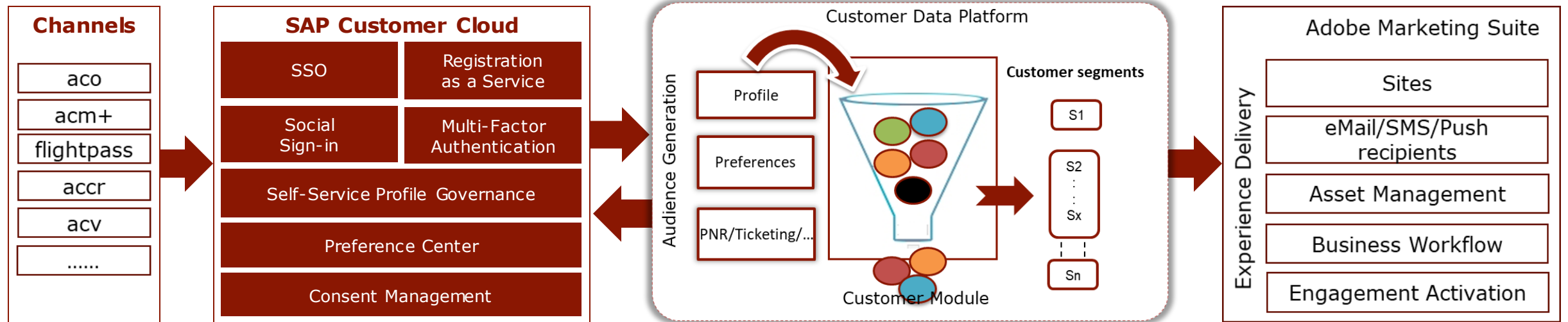




Building 'Capital-L' Loyalty with SAP Customer Data Cloud

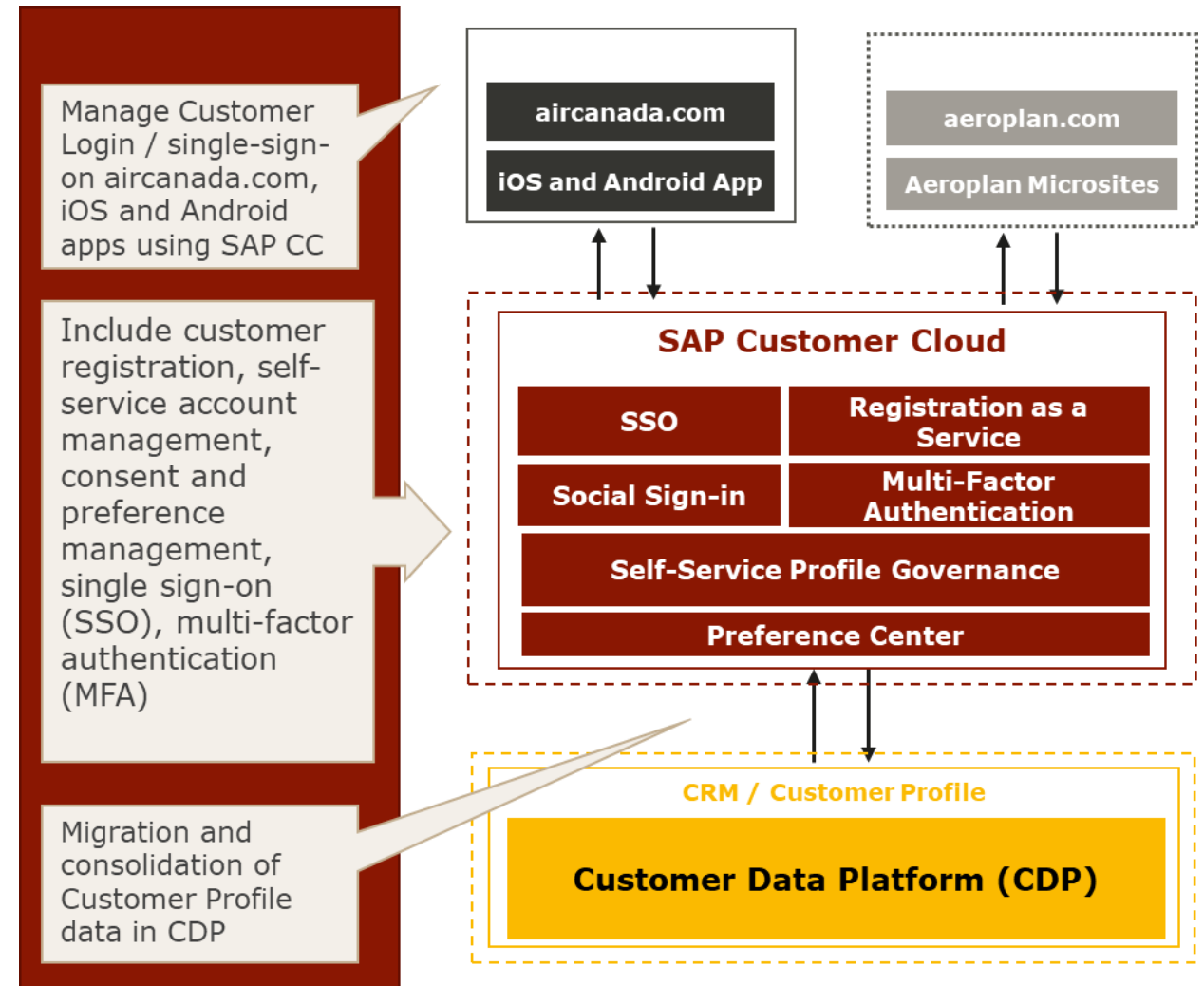


Martech Eco System



Building Capital Loyalty with SAP Customer Data Cloud

- Declared Data Management
- Real Time Engagement
- SSO
- Social Sign
- Seamless Enrolment
- Progressive Profiling
- Data Security
- Centralized Consent Management
- Standards compliance – GDPR, CASL





Implementation Timeframe & What to watch out for!



Keep in mind...

Identity
resolution is
key

Use cases are
where you need
to start

Data is
everywhere, be
selective

Don't just consume
data create
knowledge

Privacy is not a
buzzword

Customers
expectations are
already there

Have a robust
ecosystem

Industry
experience
matters

Transfer data
knowledge to
your partners



Thank You
and now questions from the audience