AIRSHIP

Airship
for Airlines

Airship offers new ways to reach travelers at the right times and places during their journeys, to give them a fantastic customer experience and deepen their loyalty. Intelligently orchestrate travel-related messaging across any device and any channel.

BUILD BETTER RELATIONSHIPS ON ANY CHANNEL

Travelers expect a consistent experience with your brand, whether they're talking to an agent, visiting your website, or checking their mobile devices. Building on our deep expertise in delivering billions of real-time customer interactions daily on mobile, our platform can use data from virtually any source in real time to create personalized experiences with your brand on any digital channel.

CREATE AN AMAZING DAY-OF-TRAVEL EXPERIENCE

When you deliver travel documents like boarding passes and tickets via mobile apps or mobile wallet you're not just providing information, you're creating a communications channel. Orchestrate your messaging to proactively notify customers when there are critical updates like changes to departure times or gate numbers. Provide special offers or benefits to loyalty program members in the moment it matters most. Deliver time-sensitive notifications in travelers' channels of choice to add value and make their travel experience as smooth as it can be.

RESULTS

32%

of U.S. travelers feel that brands should tailor their information based on personal preferences or past behaviors.

Future of Travel, Google Data Study

DRIVE MORE ANCILLARY REVENUE, DELIVER MORE LOYALTY BENEFITS

Airship can deliver campaigns and notifications at precise moments in your passengers' journeys. For example, loyalty program members could receive reminders about benefits just before they are due to use them; leisure travelers could receive activity cross-promotions an hour before they reach their destinations. With more engagement from each message, you can increase revenue and provide a better experience for all travelers.
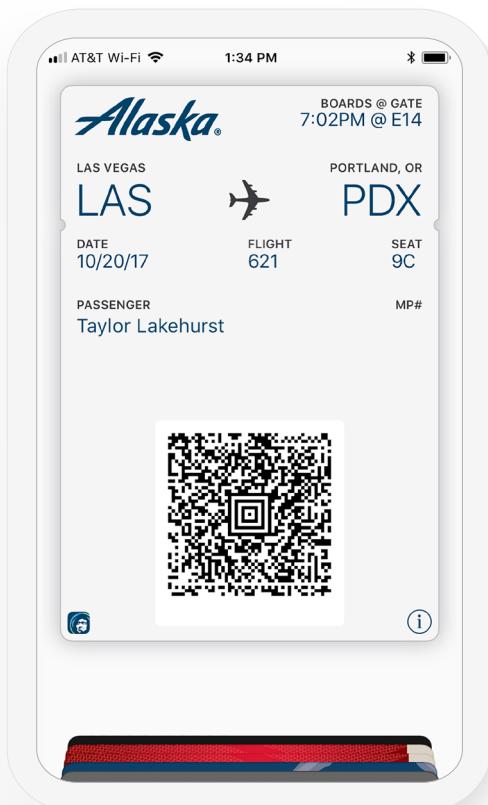
EARN MORE BUSINESS FROM YOUR APP

Travelers want to purchase on mobile, and you want your app to be their go-to source. Create a multi-

Alaska Airlines uses Airship to power their digital customer engagement, including mobile boarding passes.

channel welcome series that gets them engaged and that adapts in real time as they interact with your app. Promote your hot features and deliver timely, personalized offers throughout the customer lifecycle.

INTEGRATE, SIMPLIFY, AND CUT COSTS

The open architecture of Airship's platform makes it easier to integrate with data warehouses and backend systems — even legacy systems based on older technology. In addition, marketers can continue to use existing martech solutions while benefiting from AI-powered orchestration, automated, rules-based messaging, and real-time user-level data analytics. It also means that you can easily apply Airship capabilities to any new or emerging channel.

DELIGHT YOUR GUESTS

The Airship platform helps you deliver consistent, personalized messaging to travelers across all of your engagement channels. With an open architecture, proven speed and scalability and seamless integrations to exchange, synthesize and activate customer data, Airship helps you create unforgettable digital experiences.

CONTACT US: Learn how we've partnered with leading airlines and travel brands across the globe.

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