Costa Cruises Pivots with Real-Time Customer Insights

Speakers Alessandro Casellato (Costa), Stefania Filippone (Accenture)
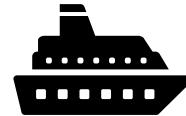
EXPERIENCE MAKERS LIVE

THE IMPACT OF COVID-19 ON THE CRUISE INDUSTRY

- An unprecedented event in the history of the cruise business that stopped hundreds of ships all around the world

CARNIVAL CORPORATION & PLC

Costa

100+ 🚢
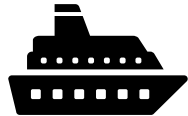
20+ 🚢

- *"Nearly 90% of travel marketers have slashed their marketing budgets due to COVID-19" (Skift, March2020)*

FROM CRISIS MANAGEMENT TO THE RESTART OF OUR BUSINESS

SAFETY	**REASSURANCE**	**ENGAGEMENT**	**RESTART**
• Take care of our Guests and Crew onboard • Bring them back home in safety	• Communicate to our Guests how we were managing the COVID-19 situation • Reassure them that we will restart our cruises	• Communicate to our Customer Base new cancellation and commercial policies • Define and share Health Protocols we will apply to restart the business in safety	• Define targets • Provide a new Digital Experience (from booking, to check-in and App onboard) • Introduce **Personalization** • Reactivate media investment
	• Adode Experience Manager • Adobe Campaign		• AEM • AA, AT, AAM • Adobe Campaign • MS Dynamics

HOW COSTA IS FACING THE RESTART CHALLENGE?

1. ADOPTING PERSONALIZATION PRINCIPLES

QUICK
MEANS A WIN

WORK ON **PERSONALIZATION USE CASES** TO BE IMPLEMENTED QUICKLY WITH FOCUS ON **DRIVING BOOKINGS**

AUDIENCE
CENTERED

LEVERAGE **THE PERSONAS AND THE DATA ARCHITECTURE** TO ENHANCE THE RELEVANCE THROUGHOUT THE WHOLE DIGITAL EXPERIENCE

BOLD
AT HEART

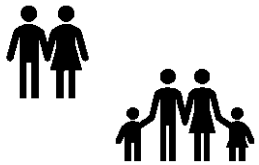ALL USE CASES ARE PART OF A **FULL RE-DESIGN OF THE B2C WEB EXPERIENCE**, BASED ON CUSTOMER-CENTRIC PRINCIPLES

MARKET
TAILORED

USE CASES ARE AND **SCALABLE ACROSS DIFFERENT MARKETS** AND BASED ON A **TESTING-DRIVEN CULTURE**

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HOW COSTA IS FACING THE RESTART CHALLENGE?

2. LEVERAGING DATA AND CONNECTING DOTS

TARGETS

USER NAVIGATION SCORING

CONNECTING THE ENVIRONMENT

THE ADOBE SUITE

- 1st Timer | Returning
- Logged in | Anonymous
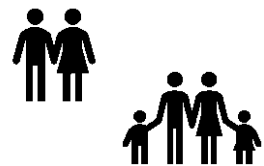- Cold | Warm | Hot
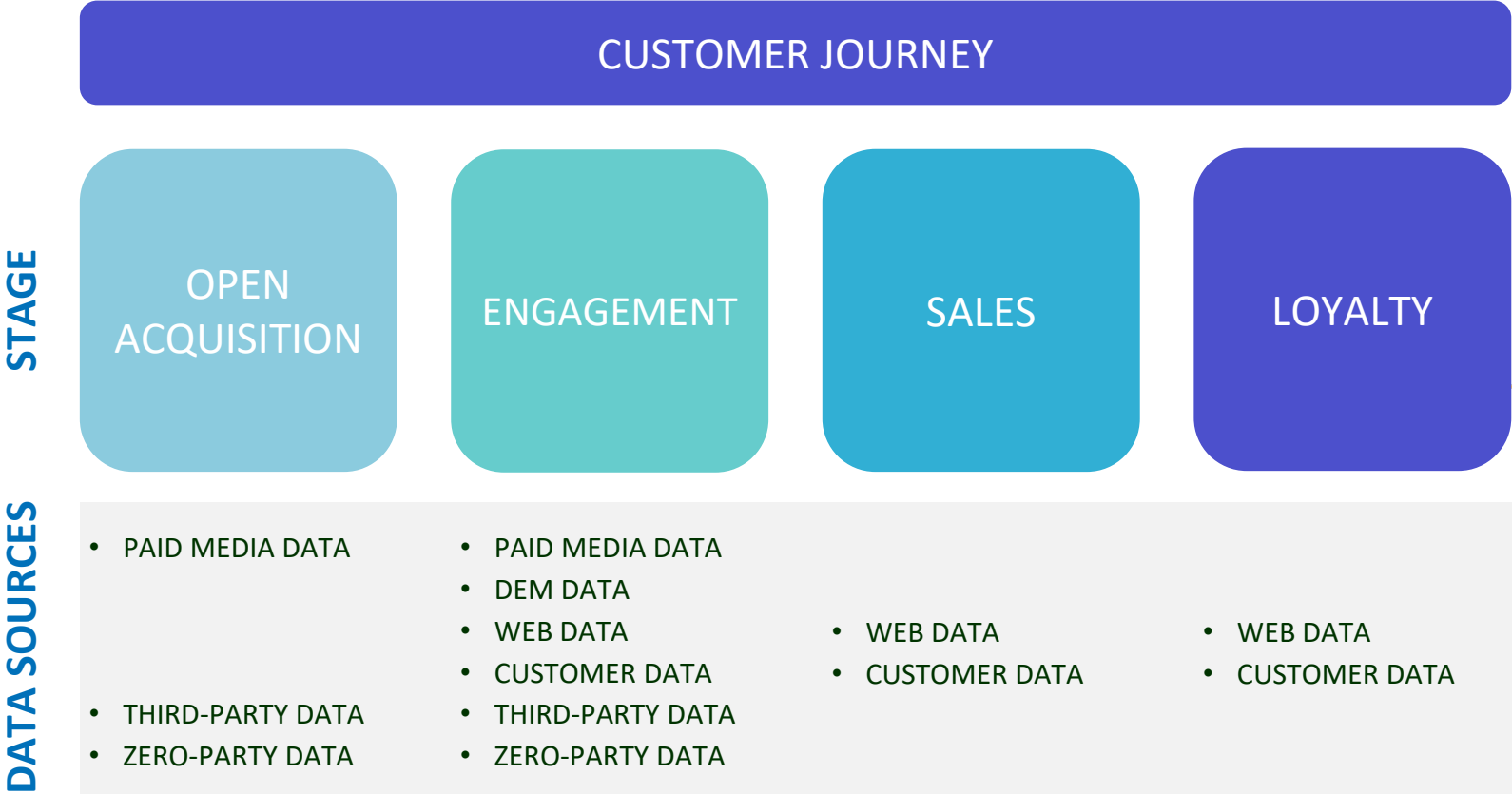- Behavior

- Media
- Campaign
- Web
- CRM

HOW COSTA IS FACING THE RESTART CHALLENGE?

3. COMBINING DATA SOURCES AND INSIGHTS THROUGHOUT THE CUSTOMER JOURNEY

AUDIENCE CREATION

+ DIGITAL ATTRIBUTES

CUSTOMER JOURNEY

STAGE

OPEN ACQUISITION	ENGAGEMENT	SALES	LOYALTY

DATA SOURCES

OPEN ACQUISITION	ENGAGEMENT	SALES	LOYALTY
• PAID MEDIA DATA	• PAID MEDIA DATA		
	• DEM DATA		
	• WEB DATA	• WEB DATA	• WEB DATA
	• CUSTOMER DATA	• CUSTOMER DATA	• CUSTOMER DATA
• THIRD-PARTY DATA	• THIRD-PARTY DATA		
• ZERO-PARTY DATA	• ZERO-PARTY DATA		

HOW COSTA IS FACING THE RESTART CHALLENGE?

4. DEFINING STRATEGIC USE CASES AND TWO LINES OF ACTION

SHORT-TERM ACTIVATION	LONG-TERM ROADMAP		
WEB PERSONALIZATION / MULTI-CHANNEL OPTIMIZATION	DATA-DRIVEN ACQUISITION	CROSS & UP-SELL	DYNAMIC CREATIVE OPTIMIZATION

Use cases prioritized and activated in the first months based on a tactical approach to collect fast insights (and results)

Each use case involves different people to work cross-Department. Thanks to an iterative learning process, these use cases can be activated mastering data

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ORCHESTRATING EXPERIENCES ACROSS ALL CHANNELS

AN HOLISTIC SET OF CAPABILITIES TO MANAGE CONSISTENTLY THE CUSTOMER JOURNEY ACROSS DIFFERENT TOUCHPOINTS AND TO DELIVER AN EXCELLENT EXPERIENCE TO MAXIMIZE THE VALUE TO THE CUSTOMER.

The Activation

The Orchestrators

Microsoft Dynamics® 365

- **CUSTOMER DNA & NBA**
- **LEAD & OMNICHANNEL MANAGEMENT**
- **CONTACT CENTER TRANSFORMATION**
- **ONBOARD CRM CAMPAIGN**
- **B2B MANAGEMENT**

KEY OUTCOMES AND FUTURE CHALLENGES
There have been several outcomes already along the way

FROM STRATEGIC PILLARS…

| BE AGILE | FOCUS ON LONG AND SHORT TERM |

| BE PROACTIVE | DATA ACTIVATION | INTELLIGENT COST OPTIMIZATION |

…TO TANGIBLE ACTIONS

- ADAPT TO THE "NEW NORMALITY" CONDITIONS

- REFINE NEW CONSUMER SEGMENTATION, LOOK FOR HUMANS AND NOT PATTERNS

- ANALYZE USER SENTIMENT THROUGH DATA PLATFORMS

- SETUP DIGITAL MARKETING MEASUREMENT MODEL

- LISTEN AND FOCUS ON CUSTOMERS WITH THE HIGHEST PROPENSITY SCORE

- CREATE RELEVANT AND EMPOWERING MARKETING CAMPAIGNS

- PIVOT SERVICE OFFERING AND COMMUNICATE IT TO CONSUMERS

- INCREASE EFFICIENCY THROUGH DIGITALISATION

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