The Amadeus Digital Communications Ecosystem

September 20th 2016

Pablo-Jacobo Ruiz Alonso
Digital Communications – Channels and Strategy, Group Communications
Agenda

1. Project overview

2. Project structure and timeline
   Research I Concept I Design Development, Implementation & Content Generation

3. The design process: Research & Concept phases

4. Next steps

5. Q&A
Project overview

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Pablo-Jacobo Ruiz Alonso
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2015 in numbers

Over 3,990,000 visits and more than 8,770,000 page views to Amadeus.com

9M
Page views to Amadeus.com

More than 146,000 downloads

Over 779,000 visits and more than 1,000,000 page views to our Corporate Blog

1M
Page views to our Corporate Blog

9,919
Social media updates

360,753
social media shares

Twitter 26,141
LinkedIn 297,653
Facebook 35,858
Google+ 1,101
The Amadeus Digital Ecosystem vision

Our vision is to create a customer-focused, agile, and data-driven digital experience for an ever-changing environment.

An ecosystem providing relevant content at all levels across all of Amadeus’ digital channels.
Project objectives

1. Customer focus
   - Supporting Amadeus’ commercial objectives
   - Building a single view of our audience
   - Offering a user centric approach where content is king, while providing best in class experience

2. Agile
   - Optimising on-line communication spend

3. Data-driven
   - Making use of the latest technology and media

4. Technology
   - Fostering engagement with the Amadeus brand

5. Processes
   - People
The Future User Experience

An customer-focused, agile and data-driven Digital Ecosystem

An ecosystem providing relevant personalized content at all levels across all of Amadeus’ digital channels (in any device).

Amadeus will be able to closely monitor conversations and interactions to develop content, which is relevant to all users at every stage of their digital journey improving digital interactions, inbound and outbound.

PROGRESSION PROFILING >> Build a single view of our audience: Marketing automation tools/Monitoring

Audiences/conversations: PERSONALIZATION

New/Existing customers (Airlines, TA’s, Corporations etc...), media/press, future/existing employees

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Project structure

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The design process

The design process has three main phases: Research, Concept, and Implementation.
Research phase

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### Benchmark analysis

<table>
<thead>
<tr>
<th></th>
<th>1 POSITIONING</th>
<th>2 PRODUCT EDUCATION</th>
<th>3 SEGMENTATION TECHNIQUES</th>
<th>4 CALL-TO-ACTION SCENARIOS</th>
<th>5 LOYALTY &amp; COMMUNITY</th>
<th>6 MY ACCOUNT &amp; REGISTRATION</th>
<th>7 SOCIAL MEDIA PRESENCE</th>
<th>8 USER EXPERIENCE</th>
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Research

Some Numbers

+100 stakeholders
+1,000 documents
+80 hours
Technology

CMS is very rigid and difficult to use

“We have language restrictions with CMS as Hebrew is written from right to left.” - ACO

“When it is time to manage the CMS… I hate it. I would do lot more but very simple things are impossible”. - Business Unit

Processes and content

The current ecosystem is too complex and there is not a common strategy

“It would be great to have all the channels aligned but that is currently not the case and the company is not working on this” - Central Team

“Marion is using her own Twitter account and then the social media team will retweet” - Central Team

“We should improve social channels. We need more consistency between channels and between global and local”. - Business Unit

People

Each unit needs flexibility and their own personal space

“The strategy on digital is too restrictive. There is always an enthusiasm to get the same platform for everyone, that makes sense, but pragmatically it is not doable”. - Business Unit

“I want to be seen. I want the people to land on our page. I want to have a web page”. - Central Team
Digital Ecosystem Infrastructure

Basics

Technology
- CMS
- Analytics
- Marketing Automation
- CRM

Processes
- Lead Management
- Portfolio & Content
- Agility
- Internal Entropy

People
- Culture
- Customer Centricity
- Skills
Concept phase

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Ben and his friend John have decided to start a new business for booking and comparing flight tickets. They’ve been working on it for the last year. Ben was working for a hotel booking company so he has experience on the sector and holds a MBA. John has previous experience working for an startup. They are currently working from a co-working space.

Ben is looking for more funding opportunities to fulfill their plan and guarantees the success of their business. They are searching for solutions to access backend data to run the service. Ben has been benchmarking options used in similar services and direct competitors. They want to be ahead to deliver the best service based on the access to the most relevant information.

He needs to find a way to get specific information about the products. They are willing to test the products beforehand and check the details about how the integration can be done. The scalability and reliability of the products is key too, as it will be a key driver for the service. Ideally they are considering additional services as training on products as a decisive factor too.

This new company is small and agile and need to make quick decisions because in order to meet deadlines. Postponing the launch of the service is not an option. The budget is tight, so Ben and John are very concerned about prices, they need to save as much money as possible.

Business expectations are local for now but if everything goes well, Ben expects to provide international service.

Ben and John are actively atttending events and having meetings with suppliers. They need to pitch as much as possible in order to get new funding opportunities, and events are a great networking space.

Ben knows Amadeus from his previous job, but he doesn’t know about their funding programs.
Journeys

Concept phase

INFO KITS
Promote startup contact by providing funded and collaborative information on events and through online channels.

SIMPLIFY FOR ACCESS
Clear up the access to information by simplifying the navigation and portfolio structure. Avoid information duplication on the same channel.

LOCAL VS. GLOBAL
Avoid jumps from local sites to global sites, as well as changing content structures and navigation on the website.

LINK WITH SM
Link articles between Social Media (LinkedIn) and other channels, like through content awful Blizzard and other stories.

SIMPLIFY PATHS
Avoid contact paths duplication by collecting, filtering and verifying.

 attic management
Gather information on prospect clients for later use through the full acquisition.

LEAD MANAGEMENT
Omit unwanted information on prospect clients for later use through the full acquisition.

IMPROVE PERFORMANCE
Avoid page errors and improve loading performance and stability.

CONTACT
Display proper contact information on the site to facilitate fast content through online channels.

BENDING THE PITCH
Back home he sent an pitch both to the speaker’s LinkedIn account and to the general area.

SEARCHING FOR AMADEUS
While searching for solutions on Google or the phone and enter’s Amadeus Hotel site. He tries to search for the name information but can’t find it.

RE-SEARCH
He’s asked if he can be, he says yes to Amadeus’ and tops on the third email. Amadeus’ front office global site.

GETTING IN CONTACT
Sends his proposal to an email and decides to write. As he knows the speaker’s name he decides to add her on LinkedIn. He searches for Amadeus’ face on LinkedIn but can’t find anything.

ATTENDING AN EVENT
Ben and John attending a travel-related technology and innovation event in Las Vegas. One of their most interesting talks is given by a speaker from Amadeus.

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Ben Cohen
32 years old
Director of Sales, Southeast Asia, Travel

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The New Ecosystem

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Concept phase

Commercial website

Corporate website

Standalone websites

Landing pages (Promos)

Technology

Processes

People

Digital tools

Blogs

Social media channels
Next steps

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Thank you!