



AIRFRANCE 



Air France KLM - Customer recognition

Damien TRINITE – Information Manager CRM

Air France KLM

AIRFRANCE 


KLM



90 millions
passengers / year

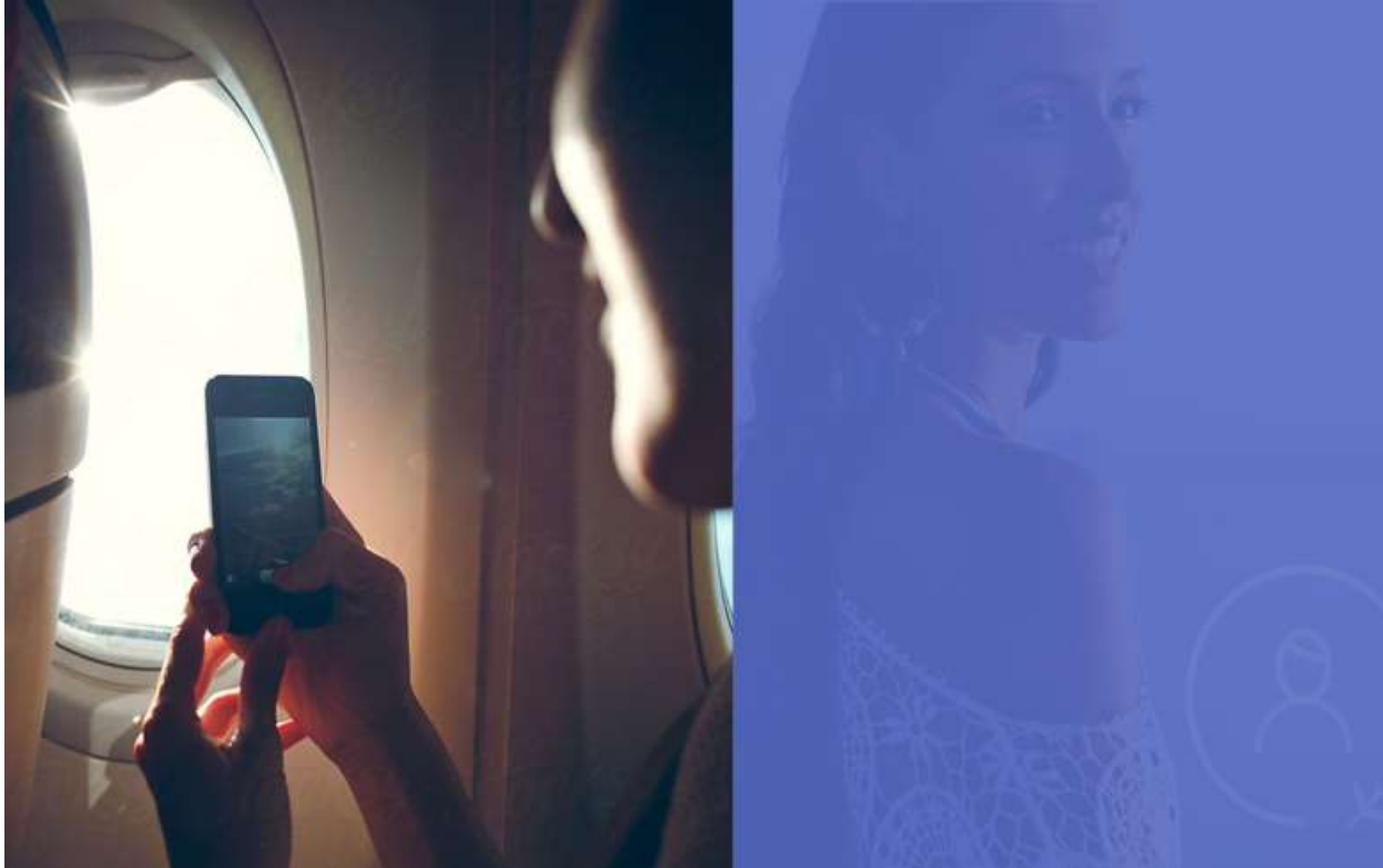
20 billions
revenue

>500
Aircrafts

5 millions
Active Flying Blue
customers / year

>1000
Destinations
proposed with
Skyteam partners

Customer intimacy as a target



- Get at par with level of industry leaders
 - ✓ Operational excellence
 - ✓ Product leadership
- **Be number 1 for Customer Intimacy**

CRM objectives



Know more



Know better

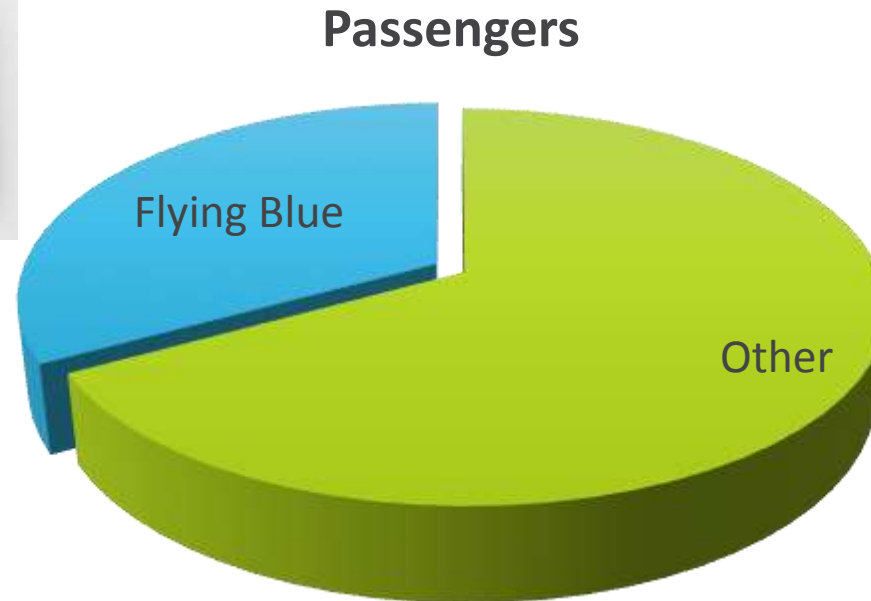


Better interact



Our Passengers

Flying Blue customers, only 33% of our passengers

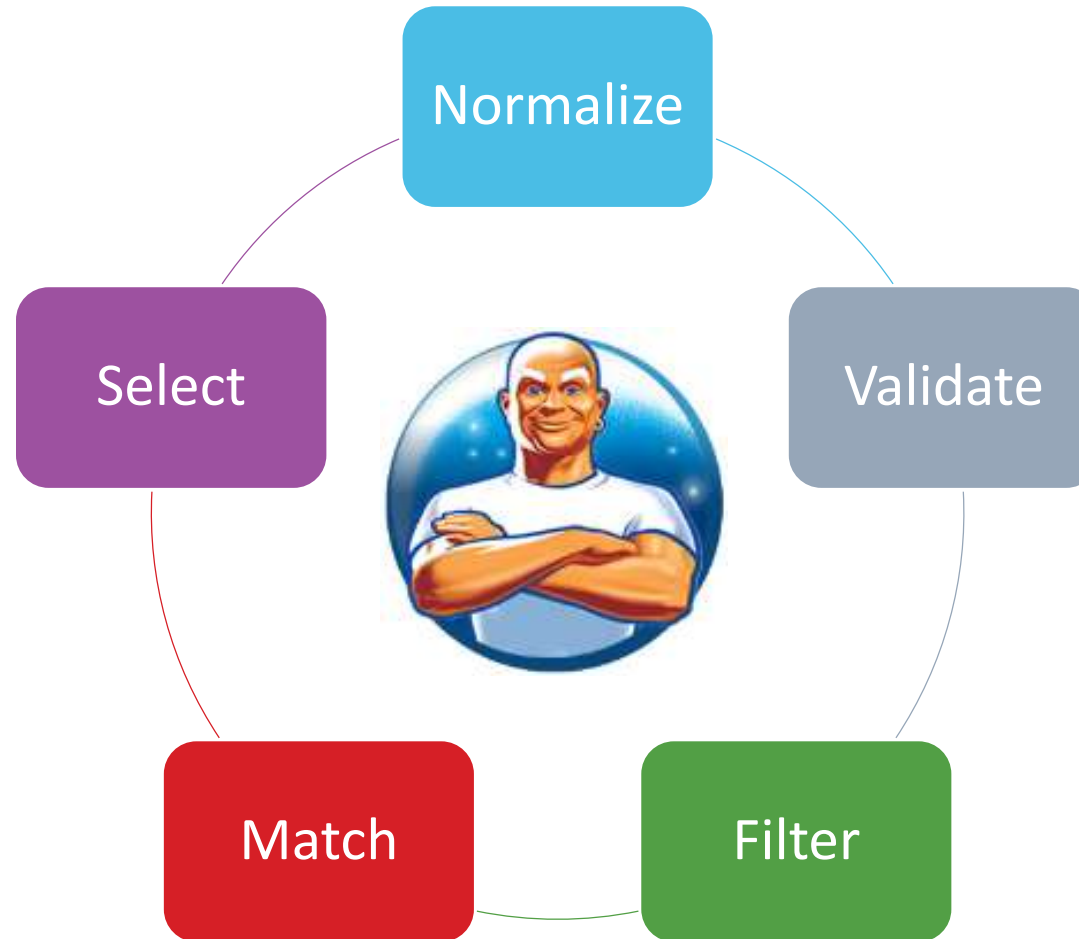


Let's now work also with the 67 %

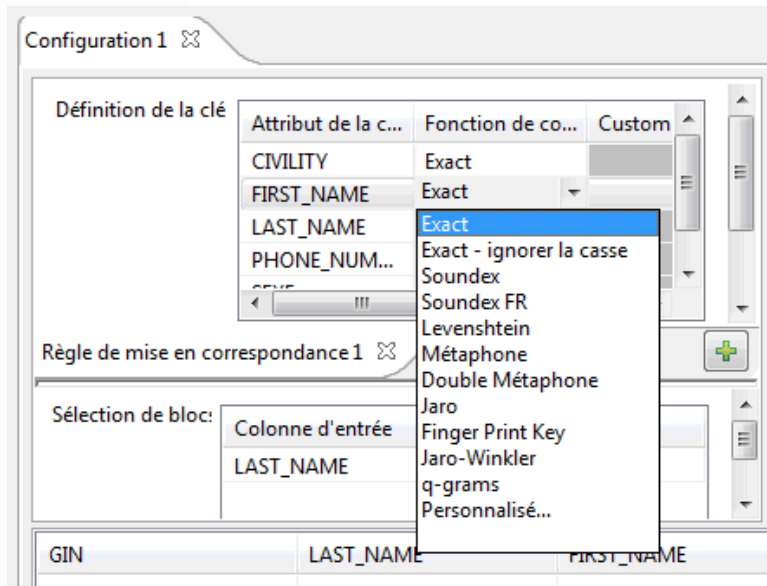
Identify customers



Data Cleansing

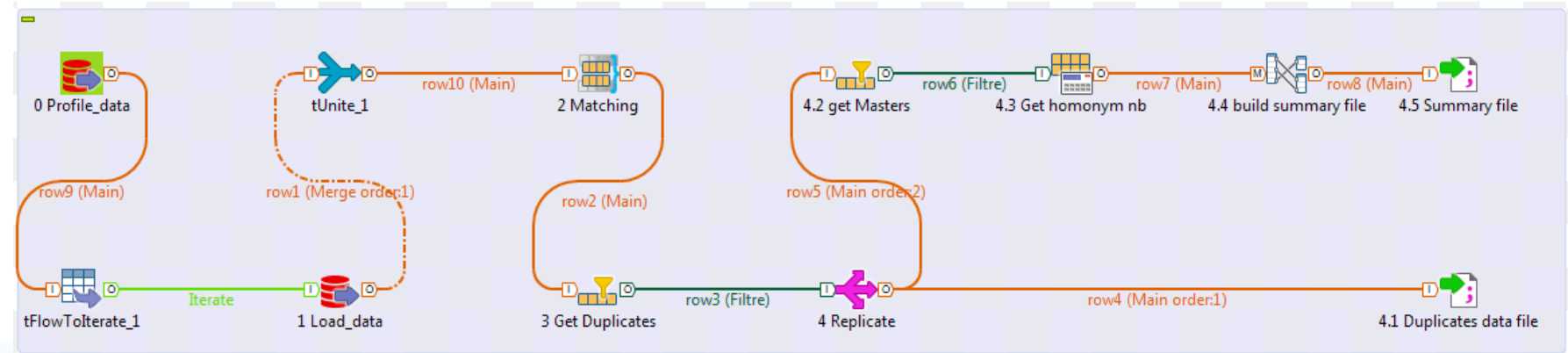


Relationship identification

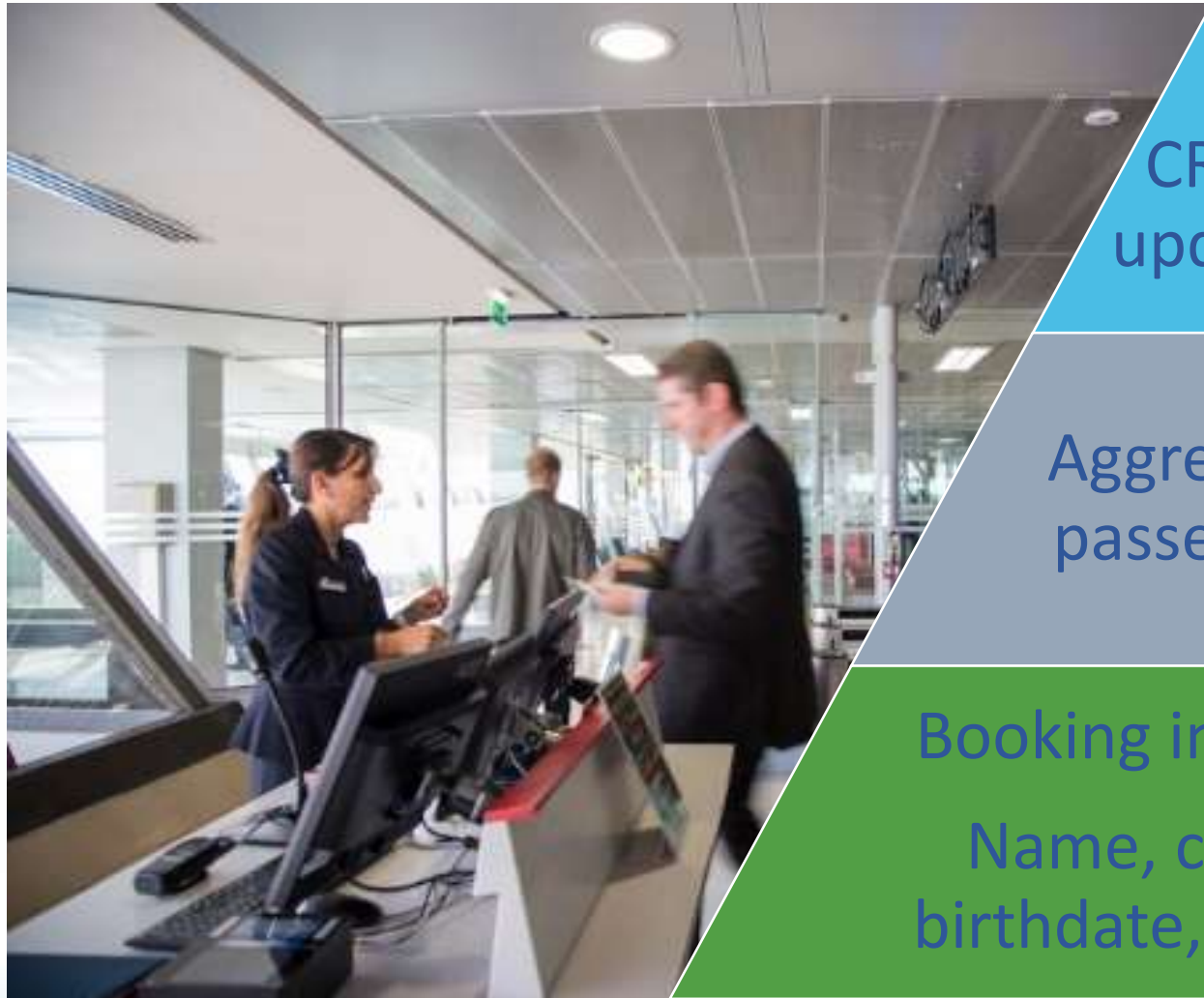


Name 1	Name 2	Levenshtein	Jaro Winkler	Soundex
MARIE LAURE	MARIE-LAURE	91%	94%	100%
MARIO	MARIA	80%	87%	100%
MARIO	MAIRO	60%	93%	100%
ANNA	ANNA LAURA	40%	80%	60%
ANNA	ANNA L	67%	89%	75%
BERNARD	BRENARD	71%	95%	100%
LASME ALEXANDRE	LASME ALEXANDRE MARIE	71%	90%	82%
VICTORIYA	VIKTORYA	78%	88%	100%
IN JOON	INJOON	86%	95%	100%

Fuzzy matching



Know more customers !



CRM
update

- Enrich CRM with recognizable frequent Travelers

Aggregated
passengers

- Travelers

Booking information
Name, contracts,
birthdate, contacts...

- Bookings

The **legitimate interests** of a controller [...] may **provide a legal basis** for Processing [...] taking into consideration the reasonable expectations of data subjects based on their relationship with the [company]

A legitimate interest would need careful assessment including whether **a data subject can reasonably expect** at the time and in the context of the collection of the personal data **that processing** for that purpose may take place

General Data Protection Regulation

Legitimate interest

The processing of personal data strictly necessary for the purposes of **preventing fraud** also constitutes a legitimate interest

The processing of personal data for **direct marketing purposes** may be regarded as carried out for a legitimate interest

Source : <http://data.consilium.europa.eu/doc/document/ST-5419-2016-INIT/en/>

Use cases: Customer service

Recognize frequent flyers at first step

- Flying Blue customers who forgot to put their Frequent Flyer number

Ease operational process

- Notifications / Check-in / Claim

Accelerate case resolution

- Direct access to customer travels & irregularities

Improve customer intimacy

- Adapt interaction to the context

Search & Recognize customers

Phone number / email

- Customer Contact Centers
- Social Media

Journey

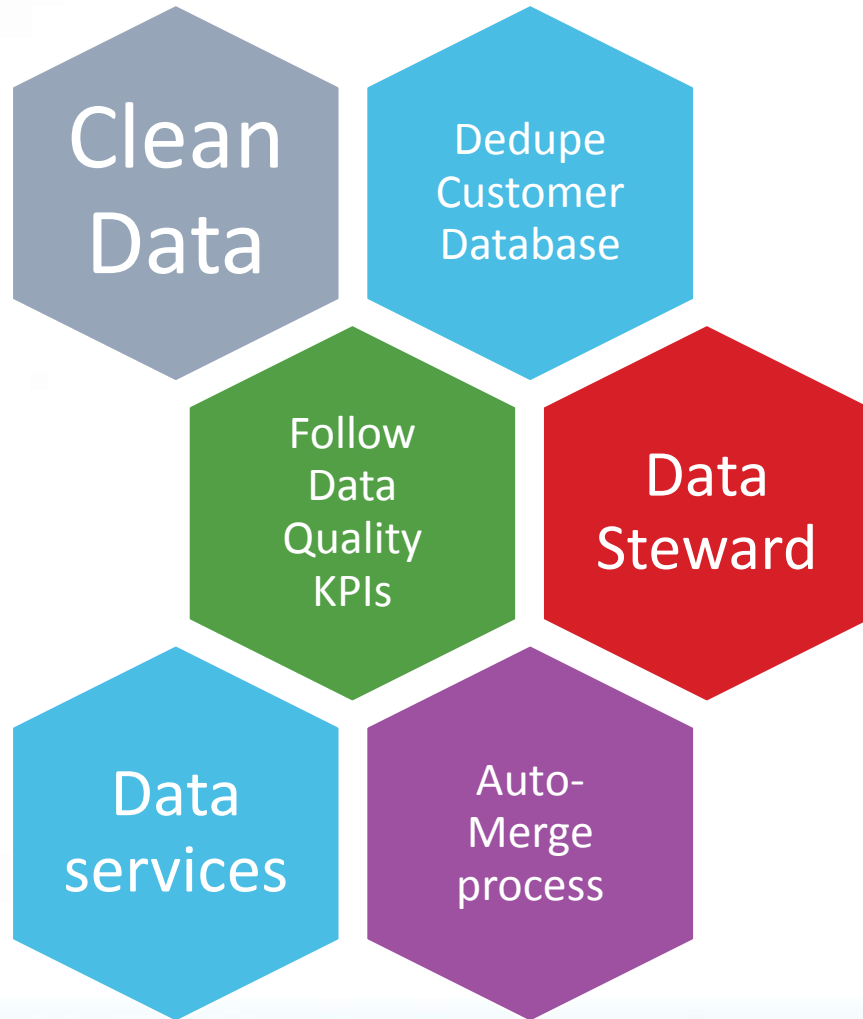
- Personalized Service
- Notifications

Context

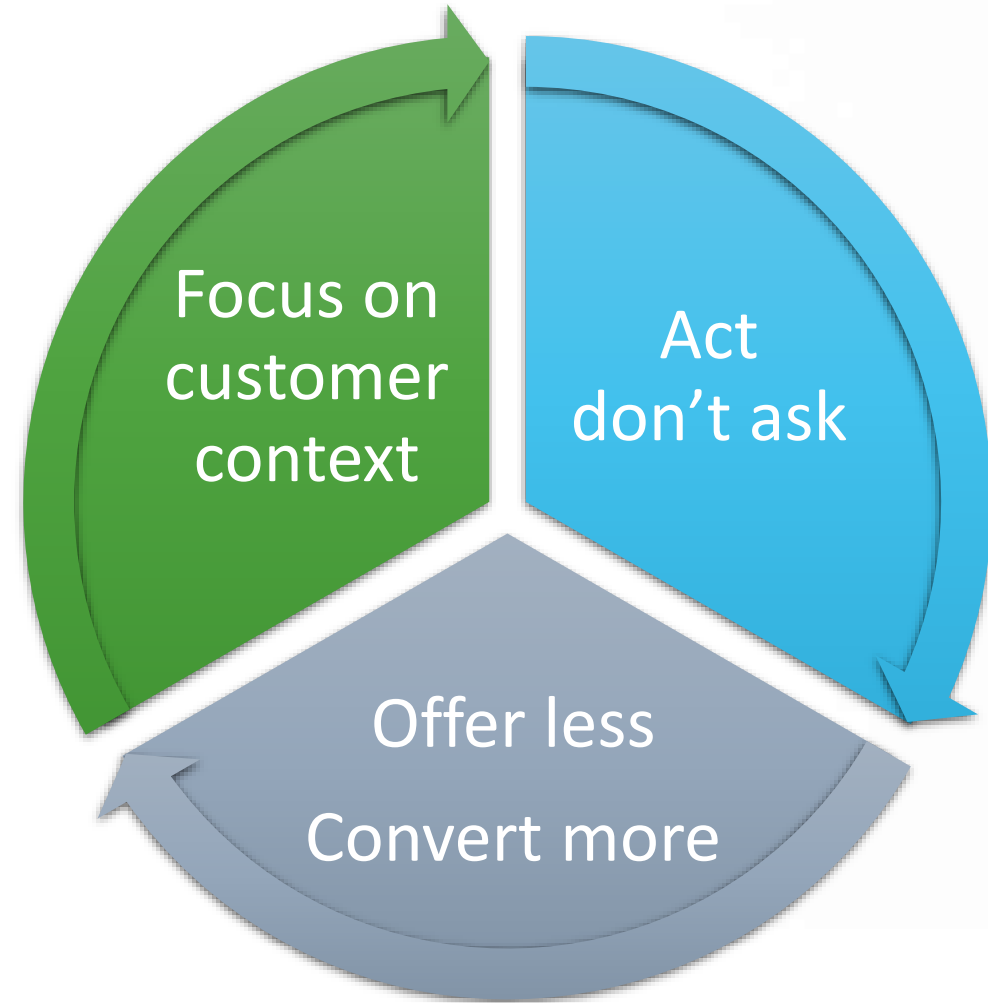
- Who is this Mr. Smith likely to contact me in Toronto now ? OH, I have a Mr. Smith travelling in 1 hour from Toronto to Paris... it must be him!
- Who is this Mrs. Martin likely to call me from Belgium ? It seems a Mrs. Martin living in Belgium has a luggage lost this morning. She may be searching for information.



The prerequisite



Be Customer intimate



Next step: Journey Manager





Thank you

#TalendConnect