

## Boxever Customer Case Study

## How Companies are Reimagining the Customer Journey

### Viva Aerobus' Opportunity: Make it easy to buy, easy to fly

As a low cost carrier, it can be difficult to find a point of differentiation from competitors when price is the first – and often only – deciding factor for consumers. That's why Viva Aerobus wanted to find a way to deliver a more personal customer experience – based on a thorough understanding of what each customer needs and wants at each moment.

"If you get messages from airlines, they are typically still generic," explained Aurelius Noell, Director of eCommerce and Commercial IT, Viva Aerobus. "Even if you are a frequent flier, offers are still not yet truly personal. How can messages be so generic in this day and age, when we have the data we need to personalize? At Viva Aerobus, we wanted to change that."

So Viva Aerobus began its search for a solution that would **take its disparate data (from its website, reservation system, call center and mobile site) and combine it for a single customer view** that would allow them to learn about their customers and provide a more personal experience.

The personalization project had three key objectives:

- **Increase conversion to drive revenue** – Fill seats, sell more ancillaries, and maximize the profit per customer.
- **Make booking easier for customers** – Based on their mantra of "easy to buy, easy to fly", Viva Aerobus believes that an intuitive, simple experience not only improves customer satisfaction, but also increases conversion.
- **Create a next-gen pricing model** – "Based on our wealth of customer data, we want to learn and understand the amount each customer is willing to pay, and ultimately offer a truly individual price to each customer."

Viva Aerobus considered developing a solution in-house, but knew it would be costly and time-consuming to involve analysts, engineers and IT to source the databases, house the data and build the personalization engine necessary to make use of the data (without any guarantee that their solution would be effective). Deploying one of the big-name marketing clouds was another option, but Viva Aerobus was concerned that it would be too generic to address the airline's key revenue opportunities, such as ancillaries.

The Viva Aerobus team ultimately selected Boxever, as a **ready-to-deploy (yet customizable) customer intelligence solution with a proven track record in aviation**. Boxever was designed to know how to quickly increase customer acquisition and bookings, and grow incremental revenue through ancillaries.

### Customer

- Viva Aerobus
- Mexico's leading low cost airline
- [www.vivaaerobus.com](http://www.vivaaerobus.com)



### Applications

- Ancillary upsell
- Urgency messaging
- Cash payment reminder
- Failed payment reminder
- Abandoned cart

### Boxever Impact

- Increased revenue: Estimated lift of **\$1 million** incremental revenue in one week
- Better customer experience: 60% increase in Net Promoter Score

## The Solution: Boxever customer intelligence cloud allows Viva Aerobus to create a never-ending stream of meaningful customer interactions

Boxever connects all customer data in order to enable true 1:1 personalization. This results in lower customer acquisition costs, accelerated conversion rates, improved customer engagement and higher lifetime value. Using its artificial intelligence, Boxever acts as the “brain” within Viva Aerobus’ CRM-tech ecosystem, taking in all data about the customer, deciding what should happen next and executing that action through the most appropriate channels - in real time, as it happens.

**Boxever integrates data from Viva Aerobus’ web and mobile sites and its Navitaire reservation system**, creating a singular, contextual and dynamic view of each customer. In addition to an initial import of 1.8 million historical orders, Boxever connects 58 million events and 250,000 orders per month. Viva Aerobus uses the Boxever customer intelligence cloud with Intelligent Cart Recovery for email, web and mobile site personalization.

*“Boxever works with all of the systems we already had, pulling data from our website, reservation and other systems. We were able to quickly gain an understanding of who our customers are and what they are doing – across channels. We then built a predictive model to make use of the data and automatically provide our customers with the right offers at the right times.”*

-Aurelius Noell, Director of eCommerce and Commercial IT, Viva Aerobus

## The Results: Millions in estimated annual revenue, increased sales per customer and higher NPS as a result of personalized customer experiences that make it easy to buy

Over the course of six months, the Boxever team deployed six applications that allowed Viva Aerobus to improve personalization and capture and respond to real-time behavioral changes. Viva Aerobus recovered its Boxever investment in the first six weeks, accrued nearly \$1 million in incremental revenue based on one week’s performance, and increased its Net Promoter Score by 60% as a result of the apps:

- Through **customized urgency messages**, Viva Aerobus has been able to encourage web visitors to act quickly and increase sales. On-screen notifications, such as how many others are viewing the same flight, number of available seats, and when the flight was last booked, have increased conversion.
- Using Boxever’s **Intelligent Cart Recovery**, Viva Aerobus is able to instantly communicate with customers who have abandoned products in their online shopping cart with highly personalized emails. Boxever algorithms automatically produce imagery and content recommendations to match customer behavior and context, such as:
  - You were interested in X flight but didn't complete your booking.
  - The flight you were reviewing is leaving in Y (number) of weeks, so book now.
  - The flight you were looking at last month is leaving in a few days, but there is still room, so book today.
  - There are no seats left on your desired flight, but there is availability on that route, etc.

### Big Data Scale

Boxever processes massive amounts of **real-time data from Viva Aerobus’ web and mobile sites and its Navitaire reservation system** to understand customer behavior and drive conversion.

- **58 million** events per month
- **250,000 orders** created per month
- **1.8 million** historical orders imported



- Through targeted **email campaigns**, Boxever identifies and segments customers and automatically customizes offers focused on:
  - **Ancillary upsell** – Viva Aerobus encourages customers who have booked a flight to purchase baggage in advance, so they can save time and money before they get to the gate.
  - **Cash payment** – “This payment option is huge in the Mexican market; it accounts for 30% of our transactions. With Boxever, we are able to automatically send cash payment customers an email that reminds them to pay in 24 hours to avoid cancellation, shows their nearest store and also provides other payment options if they would like to change. It’s a win-win for everyone. Our airline receives cash payment for more bookings and customers don’t have to do any work to find out where the store is, or they can easily switch payment to credit card if they are not near a store.”
  - **Failed payment** – When visitors experience a failed attempt at payment, Viva Aerobus is able to retarget them with an email including a full range of other options, such as putting the reservation on hold until the payment issues have been sorted out.

“We have been incredibly impressed by Boxever’s speed in moving our project from execution to delivery, with remarkable results in only a matter of months. Thanks to Boxever, we can now offer our customers even more personalized interactions, which have already resulted in a significant revenue uplift.”

## Lessons Learned & Best Practices: The data-driven journey to personalization

Two key elements shaped Viva Aerobus’ value from Boxever and continue to drive its future personalization strategy:

- **The importance of data integration:** Every little bit of customer intelligence – at every point in their journey – makes a difference in rounding out the picture and predictability of their next actions. Boxever provides a real-time data store to amass data about every purchase, event, click, search term, device and interaction. “Next, we plan to use this data about our customers, in the various channels they interact with us, for the various products they buy from us – to determine a truly individual price for each booking for each customer.”
- **Continuous improvement of the customer experience:** Before Viva Aerobus was able to improve the customer experience, they needed to understand it in its entirety – from research to booking to flight and beyond. Based on the data from every part of the customer journey, Viva Aerobus is providing a customer experience beyond basic personalization. “There are endless possibilities of ways to improve interaction, personalization and customer satisfaction with Boxever. For example, we are working on offering customers, who are on their way to the airport but have not purchased an express check-in, the opportunity to do so via mobile device and avoid busy check-in times like Friday afternoons. This is a great example of a customer receiving the right offer at the right time via the right channel,” said Aurelius.

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Director of eCommerce  
and Commercial IT,  
Viva Aerobus

## The Path to Increased Sales with Personalization



### 1. Connect All Your Data:

Boxever connects all of your historical, transactional and real-time behavioral data into a singular view that puts the customer at the center of your business

### 2. Personalize 1:1:

Boxever applies AI to build personal profiles, understand real-time behavior, identify like-minded segments and anticipate customer intent

### 3. Engage Across Every Channel:

Boxever activates and adapts omnichannel offers in the moment, while capturing precise attribution and analyzing performance to make every interaction smarter

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### About Boxever

Boxever is the Customer Intelligence Cloud for marketers.

It connects all of your customer, product and operational data, putting your customer at the center of your business and enabling true 1:1 personalization on a level you've never seen before. This results in lower acquisition costs, accelerated conversion rates, improved customer engagement and higher lifetime value. Using artificial intelligence, it acts as the “brain” within your CRM-tech ecosystem, taking in all data about the customer - including behavioral and transactional - deciding what should happen next and executing that action through the most appropriate channels - in real time, as it happens. Learn more at [www.boxever.com](http://www.boxever.com) or follow us on Twitter [@Boxever](https://twitter.com/Boxever).