



eClerxDigital

SOLUTIONS FOR THE TRAVEL INDUSTRY

MAXIMIZING REVENUE WHILE
PERSONALIZING THE CUSTOMER
EXPERIENCE

"Thomas Cook has a longstanding and successful partnership with eClerx. The eClerx team form part of our revenue management solution and continue to help us improve business insight and strengthen the quality of pricing decisions."

-Head of Commercial and Operations for Thomas Cook

30%

reduction in visitor drop-out
due to competitive pricing

11%

increase in revenue
from price optimization

25%

increase in organic traffic

Why eClerx Digital is the Partner of Choice for the Travel and Hospitality Industry

Although there are a few trailblazers, the travel and hospitality industries still lag behind in applying technology and data driven insights to improving the customer experience. Despite the commitment of many major hotel, airline and cruise brands to add Experience officers to their C-suite, many are stymied by lack of resources and experience. Additionally, travel professionals face intense competitive pressure and high fixed costs, making revenue optimization and decision making for pricing of utmost importance.

eClerx Digital is a reliable partner of many of the world's most recognized travel brands, providing digital transformation that bolsters customer experience and revenue optimization initiatives. Our data and analytics experts are dedicated to driving revenue from all digital marketing initiatives including personalized customer experiences.

To learn more visit: eclerxdigital.com



OPTIMIZE REVENUE MANAGEMENT

We are experts at handling large volumes of data and providing actionable insights within a fraction of the time.



DELIVER A PERSONALIZED GUEST EXPERIENCE

We enable travel professionals to communicate relevant offers, promotions and information at the right time and place, for increased engagement.



UNDERSTAND THE EFFECTIVENESS OF MULTI-CHANNELS

Our Digital and Advanced Analytic solutions help pinpoint top performing channels and implement strategies to leverage potential opportunities.



IMPLEMENT A CUSTOMER-CENTRIC, DIGITAL-FIRST INITIATIVE

Our world-class data experts enable Experience teams to quickly execute initiatives, increasing loyalty and average spend.

WHAT WE DO

Pricing and Competitive Intelligence

No other provider can offer the scale and quality of service you receive from eClerx Digital. We reduced pricing decisions from weeks to hours for one of our travel clients. Moreover, we continue to track over ten million real-time data points from global competitors.

Personalization

Providing a personalized experience is difficult with incomplete and limited data. Our Analytics teams develop appropriate models that help travel brands to better understand their customers across multichannel touchpoints, so they can communicate the right message at the right time, proven to drive conversion and engagement. Guests are willing to provide private data if hotels and airlines are committed to providing personalized experiences. eClerx Digital can help create an effective infrastructure to gather data, then provide recommendations to leverage existing opportunities.

Campaign Operations

By combining lessons learned through persona development and extensive industry experience, our campaign operation experts build mobile, social, microsite and email campaigns that generate higher engagement and more bookings.

Search Engine Optimization

Research shows that Google searches lead to more online bookings. Our proven SEO processes offer keyword suggestions that lead to improved search rankings and increased organic traffic.

Artificial Intelligence and Machine Learning

Our artificial intelligence and machine learning solutions provide travel professionals with the data analytics to understand their guests so they can reduce wait times, and increase guest satisfaction through personalized experiences. Employee performance is improved when staff have access to pertinent information that enable them to better serve guests.



Computer-Generated Imagery (CGI)

Our world-class CGI designers enable hotels, cruise liners, and other travel providers to promote and book stays prior to property completion.

ABOUT ECLERX

eClerx Digital is the trusted partner of choice to the world's largest global brands for creative production, eCommerce / web operations, and analytics and insights services. Our rich history of data management and process optimization combined with our industry-leading analytics and marketing operations expertise improves profitability for our clients' digital businesses.

CONTACT

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CONNECT

