

Medallia

FOR TRAVEL

Take the Traveler Experience to New Heights

The traveler experience does not start or end in flight. Travelers today expect a seamless and personalized brand experience across every channel, and at every step in their journey - from research, to booking, to post-travel.

Medallia delivers the powerful tools and traveler insights needed to optimize every leg in their journey; so you can drive meaningful change and create exceptional experiences that build brand loyalty. Here's how:



Learn more about how you can deliver unforgettable experiences to every traveler every time.



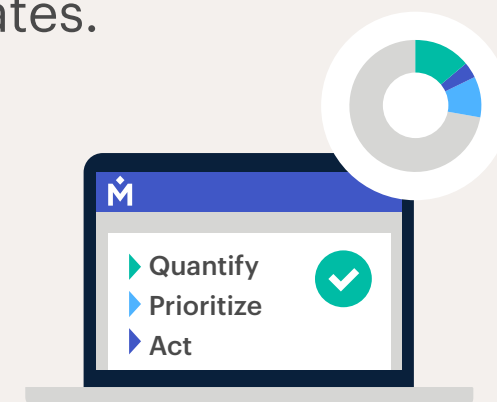
Schedule a consultation with a travel CX expert.

1. Research

Identify points of confusion and frustration that impact the online booking experience.



Capitalize on a flawless digital experience to increase conversion rates.



449%

ROI by improving the digital experience [↗](#)

2. Book

Empower employees to engage with potential travelers when it matters most.

Hi, I'm Lauren! Can I help you with your reservation?

That would be great.

Repair poor booking experiences with timely, personalized engagement.

How do I pay with miles?

I can help you with that!

Confirmed

100%

of brands view proactive customer engagement as a differentiator [↗](#)

3. Prepare

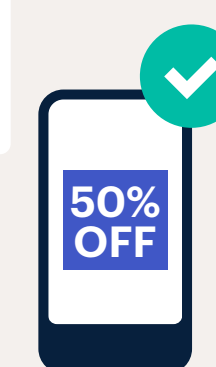
Simplify and personalize 2-way traveler communication.

I have gone ahead and booked your flight! Let me know if you have any questions.

How do I add a lap child?

Drive revenue through targeted promotions.

Inflight beverage promotion



36%

of travelers would pay more for services if communications were personalized [↗](#)

4. Travel

Provide personalized service for loyalty members.

Are there better seats available?

You bet! Let me upgrade you.

Strengthen satisfaction scores and differentiate your brand.



\$1.4B

Annual revenue each US airline leaves on the table by not making CX improvements [↗](#)

5. Post-travel

Increase online review volume and streamline responses.



Improve your online reputation and search rankings.



83%

Of travelers identify CX as a top factor influencing their decision [↗](#)