With over 14 million travellers passing through both terminals every year, Auckland Airport is the second busiest international airport in Australasia. Of all international visitors to New Zealand, 74% arrive or depart from Auckland. The airport is one of New Zealand’s most important infrastructure assets - providing thousands of jobs for the region, and is the country's second largest cargo ‘port’ by value, contributing around $14 billion to the national economy.

Retail partners who “open shop” within the vital retail precinct are one of the most important aspects of a world-class international terminal, and Auckland Airport’s online presence is delivering highly targeted visitors in spades using personalisation, real-time behaviour-triggered email communications and sophisticated customer engagement automation.

The airport’s web presence is seen as a critical funnel to drive visitors into physical retail opportunities, encouraging more dwell-time and revenue generation at the terminal, while seeking to educate visitors about the best use of their time and shopping dollar while in transit.

In 2012, the digital team at Auckland Airport decided to utilise the capabilities of the Sitecore Digital Marketing System (DMS) to introduce targeted retail offerings to visitor’s, a strategy designed to reflect and optimise visitor’s online intent with current retail offers, and surface the most relevant shopping opportunities to a wide range of stakeholders and persona archetypes.

Auckland Airport brought on digital partner Bullseye, a leading Australian and New Zealand agency, to generate this new vision and strategy – one that places the customer firmly at the centre of the experience and leverages the in-built power of the Sitecore DMS. Whilst long-standing digital development partner Datacom was tasked with the development and integration work.

The first step involved educating the wider business teams at the airport around the concept of digital customer engagement, and provided the broad platform knowledge necessary to “think big” and move away from broadcast “one size fits all” marketing towards narrowcast or “targeted one to one” messaging for customers.

Sitecore Business Optimisation Services (SBOS), a division of Sitecore designed to assist partners and customers in a blended-team approach, were engaged to run a Customer Engagement Scoping and Engagement Value Scale Workshop with stakeholders from the Airport, and Bullseye.

The workshop was an important first step and ensured that the moving parts of the project were all firmly on the same page – in regards to both strategy and what business-level goals and conversions really mattered to the organisation.

Once the education phase concluded, Bullseye conducted a full strategic review of the current site engagement, customer journey, business and customer objectives and carried out in-depth stakeholder engagement.

“The new website has enabled us to showcase the retailer offering in a much more engaging and enticing way. Importantly, it is also driving active leads to our retailers and they are seeing the real value of digital.”

— AJAY DUTTA
Online Manager, Auckland Airport
workshops. The initial recommendation of Sitecore DMS for the retail project provided a robust platform to deliver:

- Real time personalisation of content – driving increases to the retail section with personalised offers delivered to genuinely interested customers,
- Engagement Automation – delivering targeted emails based on real time behaviour; and
- Integration of the web site technology, CRM and email marketing platforms – leveraging personalisation in the email channel.

Besides driving relevant traffic to retail, and optimising several digital channels, the technology delivers deep customer intelligence, and allows Auckland Airport to:

- Identify which of the personalised marketing initiatives implemented are performing best (which of the search-based key words are delivering the highest engagement, what are the top performing marketing campaigns)
- Deliver qualified leads and accurate measurement to retailers as customers visit their sites, recording sales qualified leads using “click to call” or “click to email” goal conversion
- Gain a greater understanding of customer engagement on current email marketing campaigns run through Sitecore’s integrated Email Campaign Manager application

Delivering a Personalised Experience

As a starting point, Auckland Airport elected to exploit some of the “low hanging fruit” afforded by the DMS; rules-based personalisation on search keywords, and personalisation based on current campaigns.

From a campaign perspective Auckland Airport wanted to create personalisation based on campaigns shown on other websites – creating a clear link between incoming campaign audiences and the channel, providing a measurement of the return on marketing investment (ROMI) outcome.

In example 1, the retail brand campaign triggered web site personalisation to immediately reinforce the campaign messaging and to track users who arrived from the campaign messaging on 3rd party sites.

Auckland Airport also used rules-based personalisation to link content to keywords used in Google searches. At the time search keywords were widely available; the intent was to create a “first view” of content that aligned heavily with the search term used. (See example 2)

Personalisation extended beyond the web – email communications featured targeted sales messaging based on the type of visitor.

Engagement Automation – Trigger Based Messaging Based on Real Time Behaviour

The ability to craft engagement plans that automatically change website content on goal conversion or browsing behaviour, trigger personalised email based communications and update back office systems like CRMs is a core piece of the Customer Engagement Management philosophy. Sitecore’s DMS allows marketers to sculpt automated “engagement workflows” that cross digital channels, and provide the essence of CXM – the right message, to the right person, at the right time, across the right channel.

Auckland Airport elected to automate the process around two other significant revenue streams
available to a modern airport – car parking and an engaging consumer feedback experience.

Ultimately, two engagement plans were strategised by Bullseye and Auckland Airport for launch - one to manage car park bookings to create a personalised reminder email to customers including personalised offers, and another designed to close the loop on online customer service enquiries by following up customers with an automated feedback request – driving continuous service improvement.

The image below shows the “swimlanes” designed to automate Car Parking processes and the number of recipients in each stage of the plan.

Key automated processes created by Datacom and Bullseye of the Car Park Booking Engagement Funnel include:

- A customer books a car park online
- This information is fed into the CRM
- Sitecore picks up this information and places the customer into the car park booking engagement plan
- Sitecore now knows which car park was booked, if the customer is international or domestic, and if they have booked the lounge, among other parameters
- 24 hours before travel a reminder email with personalised offers is sent

Significant business intelligence is surfaced during the booking process – this previously invisible information is now available to create a personalised email reminder experience.

Automated reminders are triggered and contain appropriate messaging based on the user type as derived from lounge bookings.

**Sitecore DMS Usage**

- Rules Based Personalisation
- Sitecore Engagement Analytics
- Campaign Management
- Email Campaign Manager
- MS Dynamics CRM Connector
- Engagement Automation

**Success! Flying High with Bullseye, Datacom and Sitecore**

Auckland Airport has seen significant uplift in traffic and engagement to the retail sector of the site, as well as measurable delivery of qualified sales leads to retailers. Careful planning, a personalisation strategy that aligned 100% with key business outcomes and a powerful vision of what’s possible has enabled Auckland Airport to comprehensively enter the new world of Customer Engagement Management – but of course it’s all about the business outcomes!

- 84% increase in content consumption on the retail section of the website, which has given invaluable insights into product/brand popularity.
- A 400% increase in traffic to its retail partners.
- Bounce rate reduced by 13%.
- Since inception over 24,500 visitors have clicked on a link to a retailer’s website as a result of visiting the retailer pages, in turn showcasing the value of digital to them as per business objectives and project success KPI’s.
- 9,000 to date have used “click to call” and “click to email” for direct contact with a retailer, from a product page.

Many more exciting marketing ideas are planned for roll out in the on-going evolution of the Auckland Airport site; the strategic prowess of Bullseye and Datacom coupled with Sitecore’s DMS has provided the perfect foundation for online marketing success.

Auckland Airport, you are cleared for take-off!

**DOMESTIC CUSTOMER** - PROMOTE BUSINESS EXPRESS CAR PARKING.

**BUSINESS CUSTOMER** - PROMOTE A CAR GROOMING OFFER.

**INTERNATIONAL CUSTOMER NO LOUNGE BOOKING** - SHOW A LOUNGE OFFER.

**FOR ALL OTHER INTERNATIONAL CUSTOMERS** - SHOW A RETAIL OFFER.
About Auckland Airport

Auckland Airport has been voted as one of the 10 best airports in the world twice in the past 3 years, and is a major driver of the economy. Auckland Airport generates billions of dollars for the economy, creating thousands of jobs, and making a vital contribution to New Zealand trade and tourism by strengthening connections with the world.

aucklandairport.co.nz

About Bullseye

Established in the spring of 2000, Bullseye was founded in Sydney to deliver digital and creative solutions to clients. Since then Bullseye has grown across geographies and service offerings to have offices in Sydney, Melbourne, Auckland, Denpasar and Jakarta. Yet, Bullseye’s love for everything digital has never diluted. Social, mobile, web, touch, whatever.

bullseye-digital.com

About Datacom

Datacom is Auckland Airport’s long standing Sitecore development partner. Datacom took the UI/UX designs and the engagement plans provided out of the design phase and completed the technical design in both Sitecore and CRM to enable the desired experiences and business outcomes. Datacom’s CRM and Sitecore teams worked together with Bullseye to integrate Sitecore and MS Dynamics CRM systems as well as enabling third party display controls to deliver targeted personalised content via the DMS.

datacom.co.nz

About Sitecore

Sitecore is the global leader in customer experience management software. We deliver highly relevant content and personalized digital experiences that delight audiences, increase loyalty and drive revenue. With Sitecore, marketers can own the experience of every customer that engages with their brand across every channel. More than 3,000 of the world’s leading brands — including American Express, Carnival Cruise Lines, easyjet, Heineken, LEGO, and Microsoft — trust Sitecore to help them deliver the meaningful interactions that win customers for life.

Visit www.sitecore.net for contact details

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