



PegaWorld

JUNE 7-9 | LAS VEGAS

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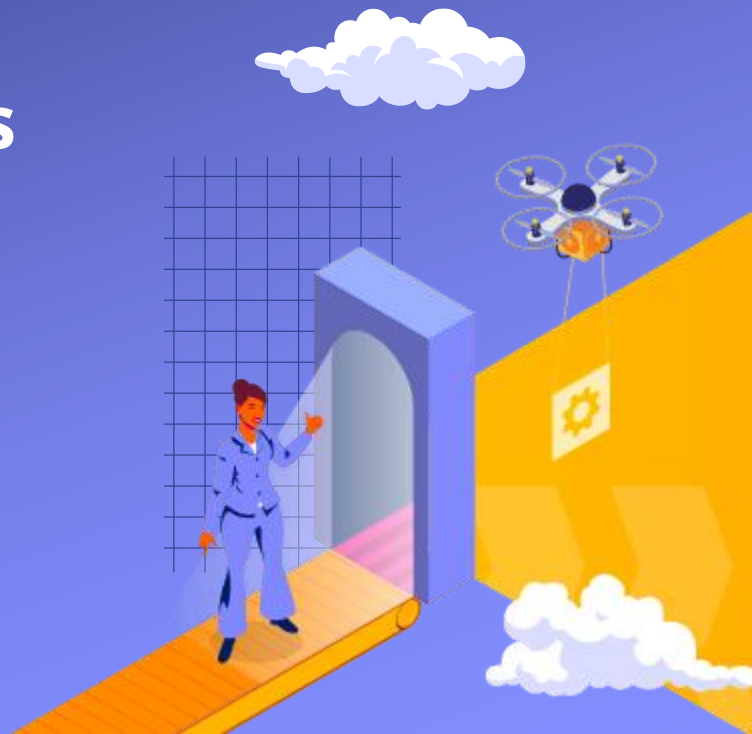


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Orchestrating the Next Best Trip: How Transavia Achieved Uplift and Happier Customers



Meet Transavia: Europe's Human-First Carrier

WHO WE ARE

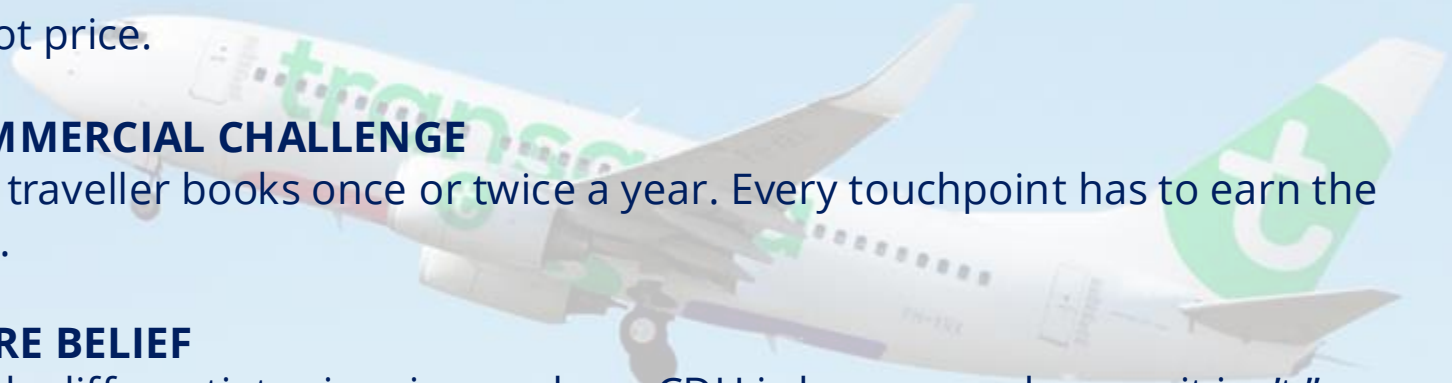
Leisure-focused LCC. Part of Air France–KLM. Our bet: win on relevance and brand, not price.

THE COMMERCIAL CHALLENGE

A leisure traveller books once or twice a year. Every touchpoint has to earn the next one.

OUR CORE BELIEF

"If the only differentiator is price, we lose. CDH is how we make sure it isn't."



The Scale of the Problem — And the Opportunity

25M

passengers per year

400+

routes across 40+ countries

1–2×

average bookings per customer per year

4

channels — web, app, email, push

The Old Playbook wasn't Working Anymore

CUSTOMER JOURNEY IS GETTING SHORTER

- Booking windows are shrinking. Context at the last touchpoint makes or breaks conversion.

ONE-TO-MANY MARKETING IS BROKEN

- Irrelevant offers erode trust and push customers toward OTAs (Online Travel Agents) that feel smarter.

DATA IS FRAGMENTED

- A customer who filed a disruption claim was getting upsell offers an hour later. We were optimising blind.



CHANNELS DON'T TALK TO EACH OTHER

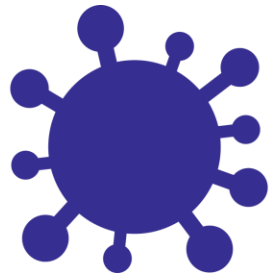
- Email says upgrade. Push says discount. Homepage has no idea. Every channel thinks it's the first channel.

THE UPSELL TRAP

- Hammering every touchpoint destroys the trust that drives return bookings. The answer isn't less selling — it's smarter selling.

2020: the Big Reset

Turning a crisis into an opportunity



COVID HIT US HARD

Nearly five months with almost no flights. An abrupt full stop.

THE SILENCE GAVE US ROOM TO THINK

When were customers booking? How were we upselling? Was our data even ready to answer?

DATA UNIFICATION BECAME NON-NEGOTIABLE

The crisis gave us space to build what we should have built earlier: one customer view.

Enter the Co-Pilot: How CDH Works at Transavia

Decisioning that runs quietly in the background —
always on, always learning, always relevant

Timing Is Everything: The Insight That Changed the Journey

FROM SILOED CAMPAIGNS TO JOURNEYS

- We moved away from one-off, isolated campaigns to a structured journey approach — giving us a far more consistent and intentional way of presenting offers to our customers at every stage.

CONSISTENT CROSS-CHANNEL COMMUNICATION

- By adding more channels, we now communicate with customers in one unified voice — continuing the same conversation across touchpoints rather than starting over with each interaction.



THE BUSINESS IMPACT

- The shift to journeys and a multi-channel setup transformed how we engage customers — delivering more structured, relevant, and timely offers that drive better outcomes across the board.

Personalization: One System, Many Layers

From anonymous visitors to loyal customers — CDH knows how to engage each

BOOKING & POST-BOOKING

1:1 for every confirmation, nudge and update. Highest data density. Clearest conversion signal.

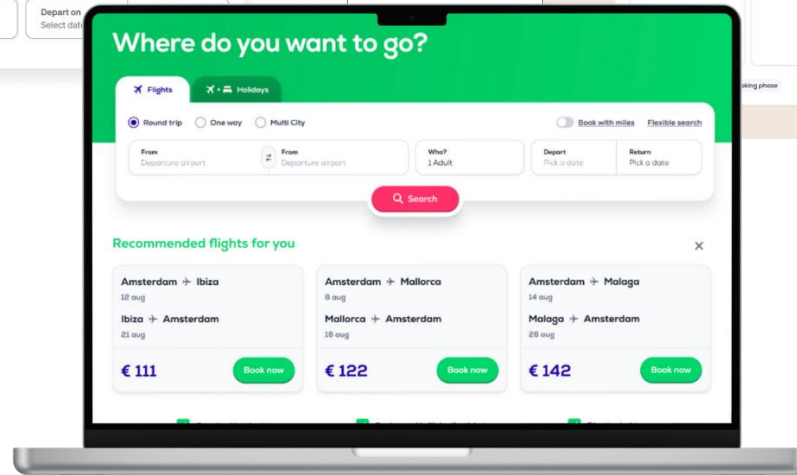
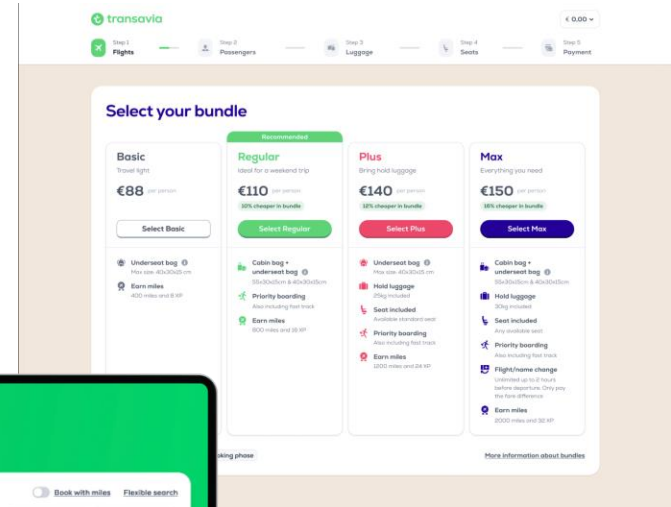
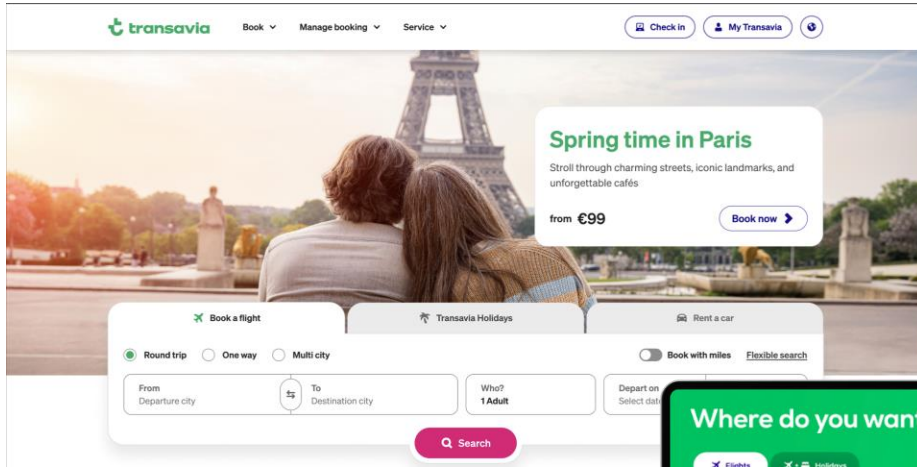
KNOWN CUSTOMERS (Returning / Loyal)

Flying Blue data + booking history + behaviour = individual-level decisions. Highest NPS lift. Strongest attach rates.

UNKNOWN CUSTOMERS (Prospects / Anonymous)

Segment-driven by search behaviour and inferred intent. Every interaction moves someone from anonymous to known.

Personalization: what does it look like?



Upsell 1st party ancillaries and service

The screenshot displays the Transavia mobile app interface. At the top, there's a navigation bar with the Transavia logo, 'Book', 'Manage booking', and 'Service' options. Below this is a large green banner with the text 'Where do you want to go?'. Underneath the banner are search filters for 'Flights' and 'Holidays', and radio buttons for 'Retour', 'Enkele reis', and 'Meerdere steden'. There are also checkboxes for 'Book with miles' and 'Flexible search'. The search form includes fields for 'From' (Departure), 'To' (Destination), 'Who?' (1 Adult), 'Depart' (Pick a date), and 'Return' (Pick a date). A 'Search with miles' button is prominently displayed.

Below the search form, the 'Your upcoming flight' section is visible. It features a scenic image of a beach and a 'Check-in open in 12 days' notification. The flight details are: 17 dec 2023, HV5135, 2 passengers. The route is Amsterdam (15:00) to Palma de Mallorca (17:15). Below the flight details are three service options: 'Reserve a seat' (Starting from €9.99 / flight), 'Book hold luggage' (Add extra luggage to your flight), and 'Baggage pickup at home?' (Choose Luggo's pickup service).

Get ready for Amsterdam (Schiphol)

Dear Mrs. ██████████

You're going on a trip soon. This e-mail contains all of your flight details. Want to take hold or extra hold luggage with you (in addition to hand luggage)? Book and pay for it beforehand. Other extras like a hotel, rental car and insurance can be reserved quickly and easily via [My Transavia](#). Have a wonderful flight!

Your flight

Booking number: [85923](#) Flight number: HV5410

Thursday 21 Dec 2023		Friday 22 Dec 2023	
09:05			11:45
Naples			Amsterdam (Schiphol)

Useful information

- > Read the luggage guideline
- > Airport info for Amsterdam (Schiphol)
- > Airport info for Naples
- > Cancel booking

Next steps

- Travel documents**
Make sure you have the correct travel documents for your destination.
[Read more](#)
- Online check in**
You can check in online from 30 hours before your flight. After that you will receive your boarding pass.
[Read more](#)

Manage your booking


- Taking a cabin bag with you?**
Small suitcase or travel bag in the cabin? Book a spot for your cabin bag. [Read more](#)
- Book hold luggage**
Make your journey easier by booking additional hold luggage on [My Transavia](#). [Read more](#)
- Sit next to each other on your journey**
Reserve your seats now to guarantee a nice pleasant journey. [Read more](#)

Upsell 3rd party offers

Huur een auto

Geniet van vrijheid op je bestemming met Hertz.


Compact
Toyota Corolla or similar



5
M

€36 /dag
Earn up to 99 Miles


Compact
Toyota Corolla or similar



5
M

€52 /dag
Earn up to 99 Miles

Compact
Toyota Corolla or similar




5
M

€88 /dag
Earn up to 99 Miles

Boek een hotel


Vind gelijk je ideale verblijf via booking.com



The Boc Hostels - City Albergue Juv...
8.9 67 reviews

€112 /nacht


Boek nu



Eurostars Marivent
9.4 127 reviews

€130 /nacht

Boek nu



La Cala Boutique Hotel
9.2 98 reviews

€208 /nacht

Boek nu

Booking.com [Bekijk meer](#)

Boek een tour of activiteit


Go eropuit en boek een activiteit of tour via Get your Guide.

[Bekijk meer](#)

Rent a car

Receive up to 15% discount.

Compact **Hertz**
Toyota Corolla or similar
5 M Hybrid




€36 /day
Earn up to 99 Miles

Book

[View more](#)

Book a hotel

at booking.com



★★★★
The Boc Hostels - City Albergu...
8.9 67 reviews

€112 /night
Earn miles

Book

[More](#)


Tours & activities

via Get your Guide

Vooraf regelen

Huur een auto

bijvoorbeeld een Nissan Qashqai



vanaf 30,50/dag

5 M 2

Boeken

Boek een hotel

Booking.com

- ✓ Laagste prijsgarantie
- ✓ Geen boekingskosten
- ✓ Nu boeken, ter plekke pas betalen

Boeken

Boek een transfer / taxi

- ✓ Annuleren tot 24u voor vertrek
- ✓ 24/7 beschikbaar
- ✓ Geen verborgen kosten

Boeken

Boek een parkeerplek

- ✓ Op de luchthaven
- ✓ Laagste prijsgarantie
- ✓ Met een gerust hart op vakantie

Boeken

The Results:

Five years of real decisions.
Here's what moved the numbers.



Numbers That Made the Case

+24%

ancillary revenue per customer

5-10%

NPS improvement on personalization touchpoints

+45%

Click through rate increase on existing touchpoints

+1.2%

returning customer rate. On 25M passengers/year, this is not a small number



HOW TO READ THESE NUMBERS

Not campaign wins. A sustained shift in how every offer is made.

THE BALANCING ACT

Commercial and experience KPIs move together when personalisation is done right.

WHAT WE OPTIMISE FOR

Revenue per customer. Attach rate. Return rate. NPS.

Five Things We'd Tell Ourselves in 2020

1. Start with the customer journey, not the data model

Ask “what does the customer need right now?” — not “what data do we have?”

2. Timing beats targeting

Propensity got us halfway. Journey context got us the rest

3. Showing results gets and keeps involvement

Those who almost killed it in year one were its biggest advocates by year three

4. Unify before you personalize

The CDP layer felt like a detour. It was actually the only road

5. Restraint is a feature, not a bug

When CDH stays quiet, customers notice. Restraint scales. Aggression doesn't

What's Next: The Agentic Frontier

The channel you don't own is becoming the most important channel

The World Your Customer Lives In Has Changed

THE INFORMED TRAVELER

- They've compared on Google, Skyscanner and ChatGPT before they reach your site.

THE AI DISCOVERY SHIFT

- AI agents are already driving booking-intent traffic. This isn't a 2027 problem.



WHAT THIS MEANS FOR AIRLINES

- You'll lose share not to cheaper airlines, but to airlines more legible to AI.

THE TRANSAVIA RESPONSE

- Five years of CDH data is exactly what makes us legible to agents. The infrastructure changes.

AI Agents: The New Distribution Channel

A fundamentally new intermediary — and airlines are not ready for it

A NEW KIND OF INTERMEDIARY

Agents form opinions before the customer has articulated a preference.
Already happening.

THE DISCOVERY RISK

Aggregators list. Agents decide. Structured data and real-time inventory determine who gets recommended.

TRANSAVIA'S POSTURE: AMBITIOUS BUT CONTROLLED

Expose real-time data to external agents in a governed way. Influence the recommendation, keep the control.

Questions?





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