

CASE STUDY

Aer Lingus distinguishes itself through customer led digital development.

Aer Lingus is the Irish flag carrier, and a member of the International Airlines Group (IAG). It operates over 100 routes, flying to over 80 destinations around the world. Its digital channels account for at least 80% of its direct bookings, making excellent digital customer experience core to the business' success.

Aer Lingus partnered with Quantum Metric to optimise its approach with direct real-time visibility into the customer experience. As a result, the airline has improved digital prioritisation and speed to insight, and enhanced the digital experience at every touchpoint in the customer journey.



In 2019, Aer Lingus made the decision to switch its development model away from large-scale waterfall-style releases every quarter, to product centric iterative development. The move was aimed at demonstrating return on investment more quickly by maintaining an ongoing process of digital experimentation and improvement.

Prior to Quantum Metric, the airline operator worked with a traditional analytics platform that could inform them of what was happening, but not why. For qualitative insight, Aer Lingus had to rely on Voice of Customer feedback, but with limited survey completions, largely focused on negative experiences, the results were delayed and skewed.

Aer Lingus chose to partner with Quantum Metric for greater insight into what customers were actually doing, and what their experience is like on the most critical channels. This helped the airline to have a view of what's working and what's not, from one customer to all customers, within minutes.



“Even pre-pandemic it was clear to us that customer centricity was key to our future. If we didn't want to be seen as simply a delivery service, albeit one for people, then we needed to establish an emotional connection with our travelling customers. We needed to make them care about who they were flying with.

For this reason, working with Quantum Metric to develop digital products that are based on customers' own emotional interaction was completely in line with the business strategy.”

— **Dave O'Donovan**

Chief Digital and Information Officer, Aer Lingus



Incorporating ancillaries.

Using the Quantum Metric platform, the airline team found a significant drop-off for check-ins, specifically where check-ins involved any ancillary purchases. In the aviation industry, sales of ancillary products have become key to the evolved business model post-COVID. When half of ancillary sales are failing at check-in, there's a clear and urgent need to prioritise a fix.

For Hand, this is the perfect example of how Quantum Metric is helping to drive customer-led prioritisation. "Digital product development priorities can be difficult to identify, especially working across multiple teams and stakeholders. Quantum Metric helps us to show others what they need to do rather than what they want to do. When we demonstrated the issue with check-ins so clearly, it did exactly that, allowing for a more immediate fix, with more immediate improvements."

Speed to insights.

As well as prioritisation, Aer Lingus has also discovered the benefits of the speed to insights that Quantum Metric can deliver. For Hand, this has been critical to changing the way he and his team work with data.



"Previously, it would have been difficult to tell what went wrong. I would have been comparing this weeks' data or this month's data to the previous week or month, or even from last year. Now I can give a definitive answer with confidence."

— **Stewart Hand**

Service Delivery Manager, Aer Lingus

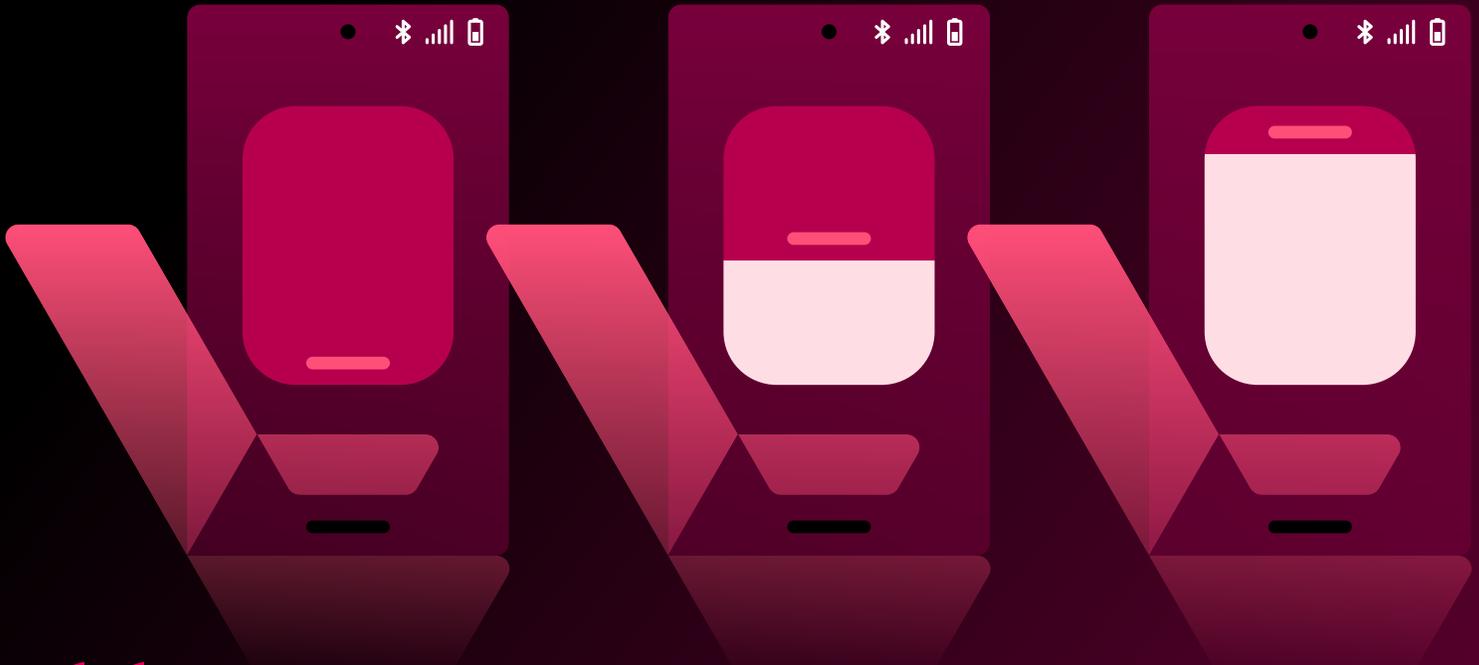
For example, friction can have an impact at any point of the customer's experience when on the operator's site, and a key area for all airlines is flight searches. Using Quantum Metric, Aer Lingus discovered the messaging to customers in relation to flights not being available was not user friendly or informative showing instead the error message: 'The timetable for these flights has not been released yet. Please search again.'

According to Hand, "The error found was preventing flights from being displayed when users were searching for a specific destination, resulting in a sizable sales loss possibly to the competition. With Quantum Metric, the team was able to identify which routes it was happening on and understand the business impact to prioritise the fix with our development teams."



The future is mobile.

Over the past two years, mobile traffic has grown significantly for the travel and hospitality industry, with Quantum Metric now visualizing insights from more than 73% of all traffic now coming over mobile devices. Unsurprisingly, this is another area that Aer Lingus is planning to optimise in coming weeks and months.



“Getting visibility into mobile and mobile app isn’t as easy as you might imagine. Before Quantum Metric we simply didn’t have that depth of visibility in mobile. Bearing in mind how central mobile is to our future strategy, that simply wasn’t an option. That Quantum Metric has such strong visibility across platforms, and even into native app is going to allow us to build an experience that’s every bit as good on mobile as it is on desktop.”

— **Dave O’Donovan**

Chief Digital and Information Officer, Aer Lingus