SIEMENS
Ingenuity for life

Marketing to passengers

Traveller Relationship Management:
Enhancing the experience of mobility

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Traveller Relationship Management helps operators to relate to their passengers, to meet their needs, to manage customer communication and foster their loyalty.

New mobility options will significantly shape the transportation landscape over the next few years. Knowing, offering and marketing the service and product bundles to the traveller, and thereby meeting their individual needs, poses a challenge for every mobility service provider.

Operators can use already existing apps or digital displays to capture the passenger's attention using banners, to launch marketing campaigns, to introduce surveys, to discover new target groups among customers, to approach focus groups and to add location-based context to the communication channels.

information
Targeting
Campaigns
Passenger Experience
user profiles
Traveller Relationship
loyalty
effective
CRM
segments
context-sensitive
location-based
infotainment
easy
Rich
Media
marketing
feedback channels
content management
targeted communication

How to master
the traveller relationship

Get to know travellers and their behaviour and start
a dialogue via existing apps or digital displays

- **User profiles and customer segments**
  Get a representative image of your passengers based
  on their preferences, transactions, location and context
- **Targeting**
  Communicate with a specific audience at specific
  locations and times, or when performing
  specific actions in your app
- **Location**
  Use geofences and beacons for location-based
  context in the communication
- **Marketing campaigns**
  Automate direct communication,
  manage customised content
- **Analytics**
  Quantify the impact of your campaigns and
  see live statistics of the survey results
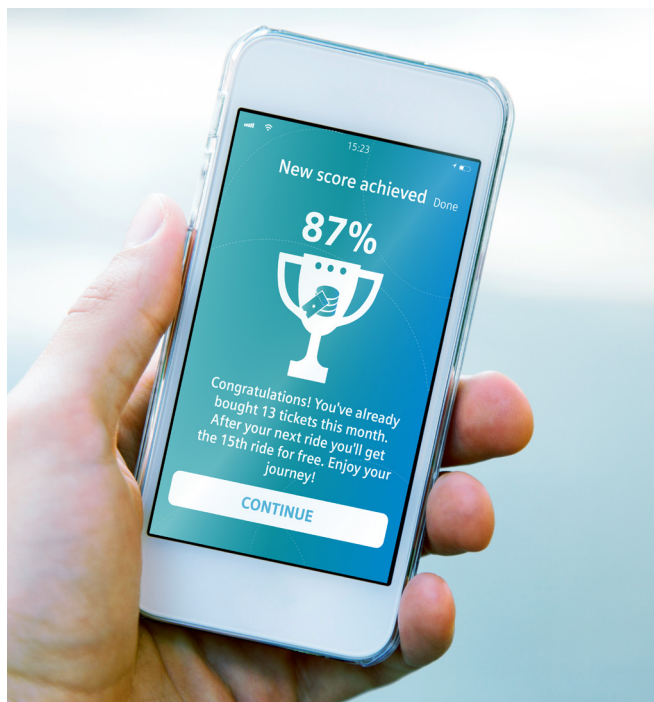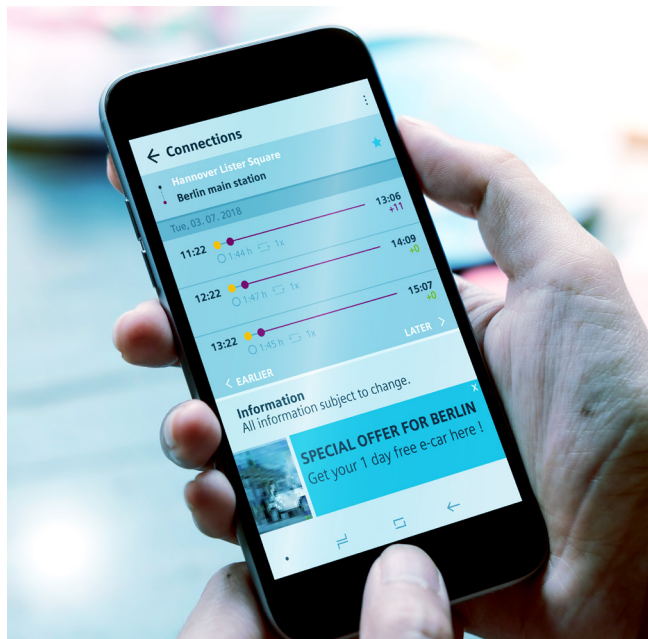
Earning traveller loyalty

Benefit by rewarding the customers. Lead their attention
to the new services. Increase service usage with initial
discounts. Say 'thank you' for valuable customer feedback.
See how gamification can help enhance the relationship.

- **Event-driven loyalty programs**
  Reward specific behaviour like registration or first
  time usage of new services
- **Purchase-driven loyalty programs**
  Reward the purchased products or the
  accumulated purchase volume
- **Tiered loyalty programs**
  Gamify the usage of the services or app.
  Add achievable targets and status

Traveller Relationship Management provides you with
intuitive and powerful tools for customer segmentation.
Content management becomes more efficient and effec-
tive. Make the most of customer data for targeted market-
ing and communication, to enhance passenger experience
and to create loyalty and business impact.