

ActionIQ CX Hub for Travel & Hospitality

Create Seamless Traveler Experiences

The ActionIQ Customer Experience Hub (CXH) enables travel and hospitality brands to shift to a digital-first ecosystem and create real-time personalized traveler experiences. By providing all teams with direct but governed self-service access to customer data, brands can engage travelers through value-based promotions tailored to their behavioral and booking history.

Why ActionIQ

Select the CXH module needed based on your individual business requirements:

Journey Management

Automated real-time recommendations and next-best-action models empowering marketers to drive value across traveler touchpoints.

Customer Data Platform

Centralized platform combining all historical and real-time data into unified traveler profiles.

Audience Center

Intuitive user interface allowing travel agents, customer service agents and marketers to independently access and activate audiences in real time within a controlled and permission-based user interface.

Real-Time Customer Experience

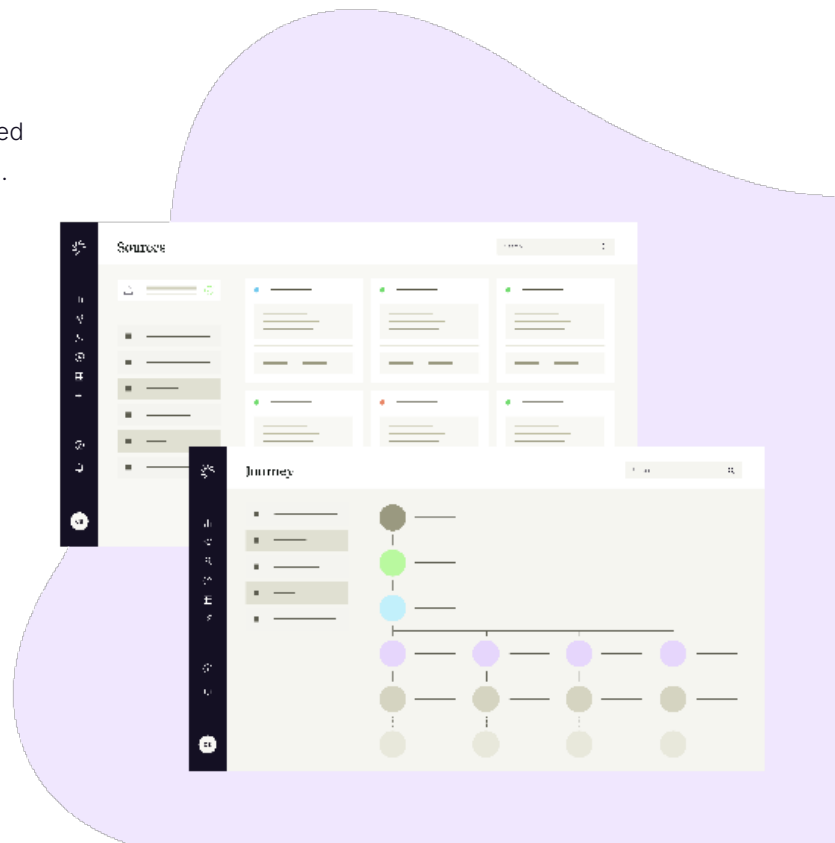
Powerful automation enabling brands to discover audiences and orchestrate experiences at scale and in real time.

What Can ActionIQ Do for You?

Uncover real-time, actionable insights and deliver personalized experiences that are proven to lift engagement and retention.

KEY CAPABILITIES

- ✔ Complete traveler profiles
- ✔ Identity resolution and enrichment
- ✔ Flexible and scalable data management
- ✔ Self-serve traveler insights and segmentation
- ✔ Predictive analytics and next-best-action
- ✔ Real-time omnichannel journeys
- ✔ A/B testing and measurement
- ✔ Omnichannel activation



Use Cases

Travel and Hospitality brands use the ActionIQ CXH to operationalize their customer experience strategies, as well as orchestrate and activate journeys across the entire traveler lifecycle. With ActionIQ, teams have a centralized hub that enables them to access insights and activate experiences in real time.

Suppress paid ads. Identify and suppress ads to travelers who have already completed their bookings.

Search and abandoned cart campaigns. Identify travelers browsing for trips and trigger campaigns or promotions incentivizing them to complete purchase.

Call center or agent optimization. Provide call center reps with a 360-degree profile of customers to ensure they have the relevant talking points and know the traveler's interest areas.

Drive greater share of wallet across existing customers. Identify travelers that have recently made bookings and promote add-on offers — from spa treatments to excursions.

Cross-brand rebooking. Provide low-value trip takers with incentives to purchase upgrades or higher-value offers.

Post-booking recommendations. Keep customers engaged post-booking through surveys or activity-related offers.

Drive Loyalty. Create differentiated experiences or points-based loyalty offers for high-value travelers.

Industry Leaders Choose ActionIQ



“By implementing the CDP, we’re giving Marketing more control to access the data in real-time, as opposed to putting in requests through IT, so we can take those smaller projects off their plate and they can focus on the business as a whole.”



Dana Studebaker
Vice President of Marketing, Consumer Brands

