HEXAWARE

Taking Flight: Improving Content Marketing Efficiency for a North American Airline

Creating engaging customer experience for passengers visiting the airline's website through content marketing

Case study

Client

The client is a leading North American airline renowned for its brand name, long-standing reputation, and high-quality services. They have a great loyalty program and enjoy leadership in many markets they operate in.

The airline provides scheduled and chartered air transport to over 220 destinations worldwide for passengers and cargo. The airline, along with its regional partners, operates more than 1,600 scheduled flights daily.

220+
Destinations worldwide
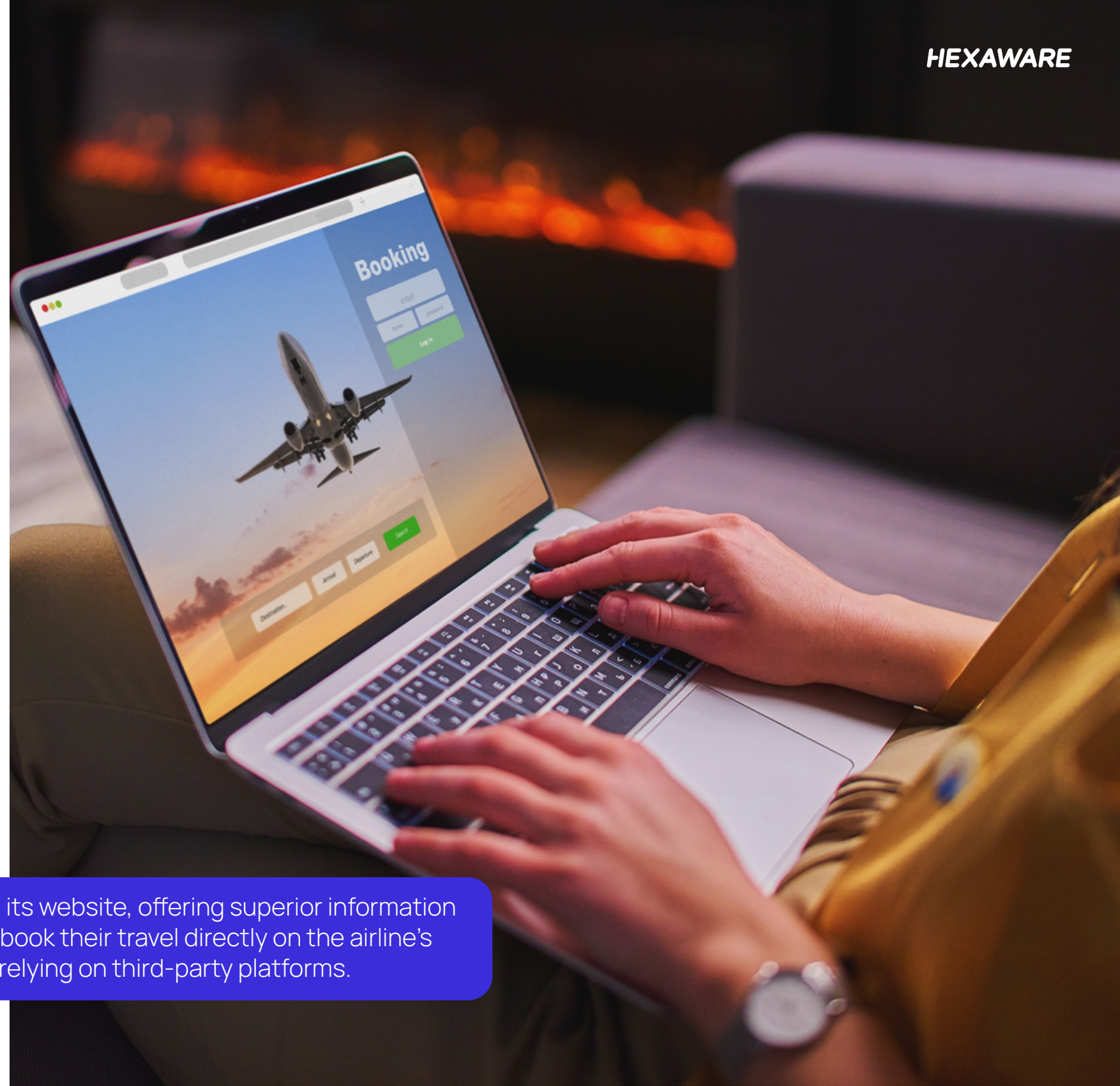
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Challenge

With an established presence across North America, the Asia Pacific, and Central America, the airline wanted to create more engaging experiences for passengers so that they could book their travel directly on the airline's website and e-commerce engines.

What the client needed:

- A revamp of its website
- Creation and publication of original content for its domestic and global websites
- Improvement in its content marketing efforts to generate more traffic for the website

The airline had a crucial need to elevate the content on its website to surpass the information available on third-party rating and review platforms. They recognized that customers relied on these external sources for details and subsequently purchased tickets from those platforms. To address this issue, the airline aimed to create original content with unique insights to make its website highly informative, user-friendly, and of superior quality. By achieving this, they intended to attract customers to their website for information and encourage them to purchase tickets directly from their platform.

The airline sought to enhance the content on its website, offering superior information and user experience to entice passengers to book their travel directly on the airline's website and e-commerce engines instead of relying on third-party platforms.

Solution

1. Hexaware's delivery centers in Toronto, Canada, and Monterrey in Mexico, offered content services to help the client reach its business goals.
2. We collaborated with the client's marketing functions to:
   a. Advertise their vacation packages through the Google Search Network (SEM)
   b. Monitor and manage SEO health for the airline's domestic and global websites and evolve SEO strategies to improve content visibility and ranking
   c. Execute programmatic advertising and oversee budgeting across multiple social media platforms such as Facebook, Twitter, and Instagram
   d. Generate impactful and original content through our 'Journalist on Demand' solution, instead of relying on user-generated content. This also allowed the client to contact local experts in every city to enhance the quality of content on the vacation listings.

3. Hexaware developed a unified dashboard that integrated multiple media sources to facilitate the managing and planning of budgets and monitoring the performance of these digital media channels.
4. Hexaware also used partner data from the airline's own loyalty program, from a travel services and credit card company, and a large global bank to optimize the client's marketing efforts. Combining these data sources allowed for more precise targeting of prospects across multiple marketing channels.

Hexaware provided comprehensive content services and marketing solutions through various channels, generating original content, and optimizing marketing efforts using partner data. We also developed a unified dashboard to streamline budget management and performance monitoring, enabling the client to achieve its business goals effectively.

Benefits

55%
direct digital conversion rate due to a reduction in tour bookings made through online travel agents and the contact center

31%
improvement in relevant traffic across multiple sources

30%
increase in customer engagement

20%
reduction in cost due to time management

Summary

Hexaware provided content services and marketing solutions to a leading North American airline to create more engaging passenger experiences and encourage direct bookings on the airline's website. Hexaware collaborated with the client's marketing team to advertise vacation packages, execute programmatic advertising on social media platforms, and generate original content through a 'Journalist on Demand' solution. Hexaware also developed a unified dashboard to manage budgets and monitor the performance of digital media channels, apart from taking ownership of the SEO strategy for the client's websites to drive growth in site visitors. By optimizing marketing efforts using partner data, Hexaware helped the client increase its direct digital conversion rate to 55%, customer engagement by 30%, and reduce costs by 20%.

Hexaware collaborated with the client's marketing team to revamp the website, create and publish original content, and improve content marketing efforts to drive more traffic to the website.
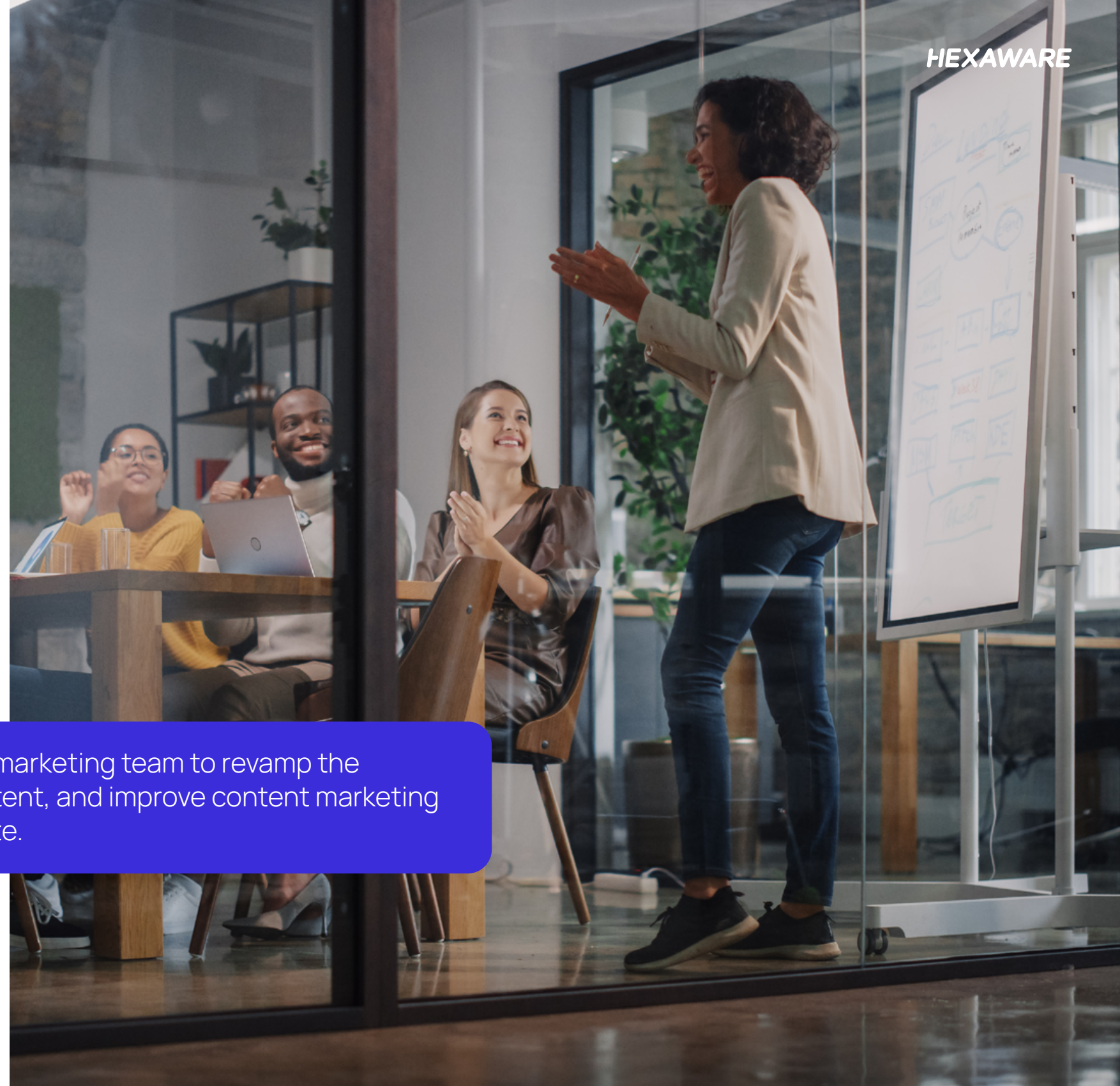
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About Hexaware

Hexaware is a global technology and business process services company. Our 28,400 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 45+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com.

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