

**BUILDING  
BLOCKS** 

Client Case

# CORENDON

Artificial assistance for individual holiday recommendations



**CORNÉ HOOGENDOORN**  
MARKETING DIRECTOR

Building Blocks provided Corendon with a predictive solution for personalized communication for almost every aspect in marketing communication. In addition to the well-known digital channels (website, search, display and social) the more traditional channels as print and telephone are also benefiting from these accurate predictions. The collaboration with Building Blocks is outstanding, every consultant is dedicated to achieve the best results for Corendon.



Corendon is founded in 2000. With a turnover of more than €375 million (2015), more than 500 employees and a fleet of 18 airplanes, it is one of the biggest and most innovative travel agencies in the Dutch and Belgian market. Corendon helps about 650.000 travellers per year to find their favorite holiday trips and destinations.

### CHALLENGE

A wide range of holiday packages in combination with a limited consumer attention span, requires Corendon to quickly make their consumers an offer that matches their individual needs. General mailings and advertisements targeted at large heterogeneous groups of consumers are not sufficient anymore in the highly transparent and competitive travel market. Offers have become very similar across different suppliers and the customers have become increasingly price sensitive. Therefore, offerings need to match the holiday needs of the consumer and should be perfectly timed based on individual buying patterns. Furthermore, the offers need to be consistent over all channels to really give the customer the feeling that their needs are understood, offers need to be consistent over all channels.

### GOAL

Personalize the offers of Corendon throughout the customer journey to increase conversion rates, customer satisfaction and improve capacity utilization during off-season. By collecting and interpreting all relevant data from different consumer touchpoints in a scalable and automated way. Resulting in decreased marketing costs and improved turnover.



### BUSINESS RESULTS



**54% increase** in **conversion ratio**



**Dynamic landings page**



**98% less unsubscribes** for e-mail marketing



Customer service with a **personal touch**

# SOLUTION



## E-MAIL MARKETING

A perfectly timed and personalized offer

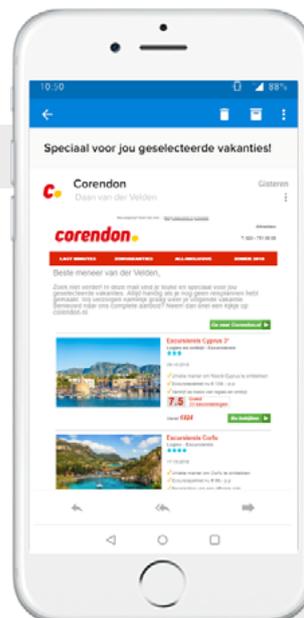
### HIGHLY PERSONALIZED CONTENT

Forget about generic mailing campaigns.

Every customer receives a customized mail with personalized and relevant content. This resulted in an increase in CTR, conversion rates and a substantial decrease in unsubscribers for their direct marketing.

### PERFECT TIMING

Timing is everything. Sending an offer at the right time will increase the probability that the customer will actually book the holiday suggested. Therefore, the e-mails are timed based on individual buying patterns at moments with the highest predicted conversion rate.



**98% less unsubscribes** for e-mail marketing



**151% higher CTR** on offers in e-mail



**54% increase in conversion ratio** e-mail marketing



**85% less e-mails** sent

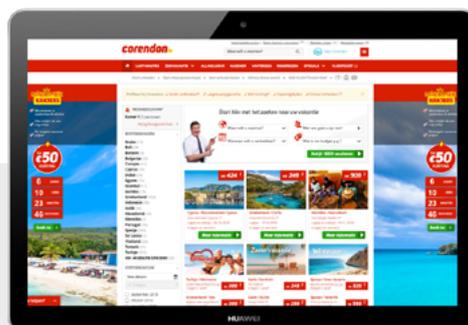


## WEBSITE

A unique and personalized website experience for everyone

### REAL-TIME RECOMMENDATIONS

To increase click-through-rates and conversions, the dynamic landing page for every customer is personalized to his or her individual needs, containing real-time recommendations based on transaction history and clicking behavior.

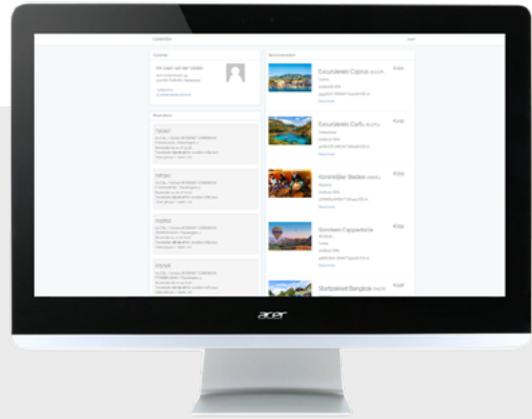


**Dynamic landing page** for each visitor



## CUSTOMER SERVICE

Instant insight in best matching offers



### A PERSONAL TOUCH

To create consistency over all touchpoints in the customer journey, we gave customer service center agents instant insight in the recommendations the consumer receives over a variety of channels. Based on these recommendations they have information about the customers taste and can easily give a personal touch to their conversations.



Customer service with a **personal touch**

# THE CUSTOMER JOURNEY

## CORENDON PERFECTLY ACTS ON CUSTOMER'S NEEDS

To remain relevant for consumers and to gain a competitive edge in the competitive travel market, Corendon needs to perfectly act on their consumers' individual needs throughout the customer journey. Therefore, we got rid of the different silos in the organization and put the consumer at the center of their decision making.

### We empowered Corendon to:



**Make the perfect offer** to each individual customer



**Deeply understand** their customer's needs



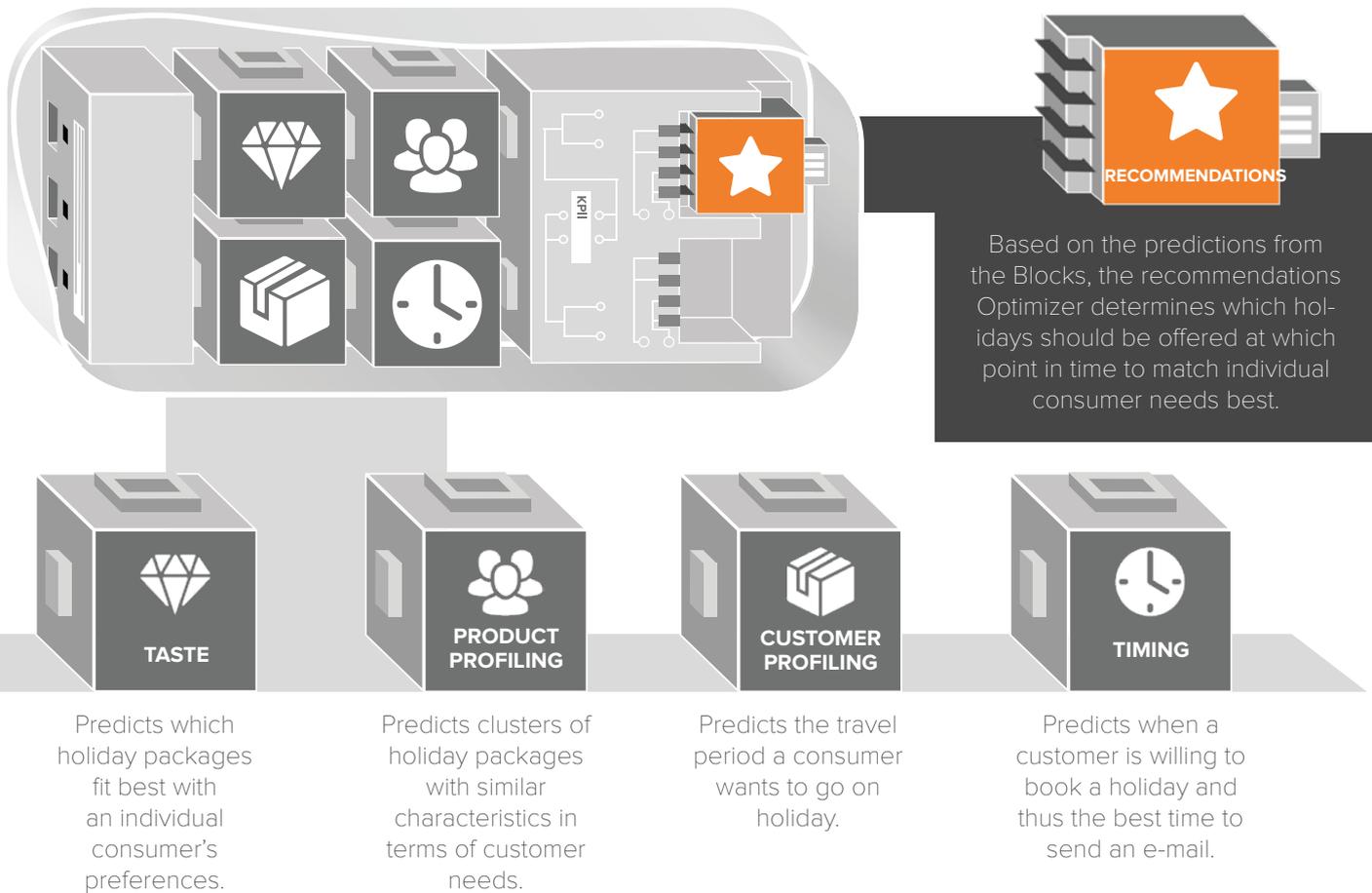
Deliver a **consistent and personalized experience** over a variety of touchpoints



# TECHNOLOGY

## HOW DID WE DO IT

Our powerful Data Science platform is the bridge between various structured and unstructured data sources and the business infrastructure of Corendon. The Blocks predict consumer's needs and behavior, and the Optimizers determine the best actions for their business.



## AWARD WINNING: SHOPPING AWARD & DDMA AWARD

With the e-mail recommendation solution, Corendon has won the Dutch Shopping Awards 2018 in the category 'Travel and Leisure'. The Shopping Awards are the most prestigious awards in the Netherlands for e-commerce. This campaign has also been rewarded by the Dutch association for e-mail marketing (DDMA) with a 2018 DDMA Award in the category 'Single Shot'.



## INTERESTED IN THIS SOLUTION?

Get in contact with our New Business Manager



### MARTIJN MUILWIJK

New Business Manager

I'm looking forward to brainstorm about the possibilities of this solution in your organization. Don't hesitate to get in touch!

[ASK MARTIJN](#)

## ABOUT BUILDING BLOCKS

Building Blocks specializes in data science and machine learning solutions aimed at predicting customer behavior in the retail and insurance sectors. Driven data scientists, data engineers and data translators develop Blocks, in which technology and algorithms translate raw data into accurate predictions for various business problems. Building Blocks puts the customer first and enables organizations to optimize the integrated customer journey.

For more information: [Website](#) | [LinkedIn](#)

## PUBLISHING DETAILS

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