

Preparing for the rebound.

How personalization can re-ignite bookings and loyalty during, and post, lockdown.





Qubit is such a powerful tool that enables you to transform almost anything that comes to your mind into reality, offering the user the best experience without limits.

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What's this book about?

Travel has been one of the worst hit industries by COVID-19, that's no secret. With many employees furloughed and some businesses temporarily or permanently stopping operations, this book explores what action brands can take today.

What experiences should you be prioritizing to engender loyalty and trust in your brand? Can you start planning, building, and developing right now for when demand returns?

Through personalization and a focus on the customer experience, many brands are able to increase loyalty within their customer base because they are able to use technology to change strategy, re-focus, and stay agile.

This book is designed to show what personalization programs you can deploy, or at least be thinking about, right now!

We've split the book into 2 key sections:

- **Bridging the Gap Between Now and Normal** what you can be doing today to positively impact the experience your customer has with your brand.
- **Preparing for the Rebound** what you should be developing and building now to take full advantage of the market when demand returns.

What is the impact to date on the travel industry?

Whilst no industry has been left unscathed by COVID-19, travel and tourism have been hit particularly badly with consumer confidence and complete bans on travel severely impacting the majority of travel businesses.

Website traffic is down, bookings are down, and there's no clear picture of when demand might get back to the levels we saw in 2019. Whilst some countries have slowly eased measures and demand might slowly begin to increase, for those responsible for online user journeys and conversions, the ability to move on a dime and pivot on fast-paced strategy changes is essential.

In response to travel restrictions, airlines, hotel chains, and package holiday providers have introduced a range of business strategies:

- Canceled all bookings in May to July
- Closed new bookings until the start of July
- Free cancellations of bookings past this point (e.g. refunds or vouchers)
- Free modifications (excluding the cost of changing to a more expensive booking)
- Encouraging bookers to reschedule to the same time next year
- More stringent cleaning and other protocols (e.g. EasyJet leaving the middle seat empty)
- Launched winter 20/21 bookings early

What is the predicted impact?

- The World Travel and Tourism Council warned that coronavirus could cut 50mn jobs worldwide in the travel and tourism industry (reduction of 14% of all jobs).
- Once the outbreak is over, it could take up to 10 months for the industry to recover.
- The tourism industry currently accounts for 10% of global GDP.
- This is how coronavirus could affect the travel and tourism industry

What might the rebound look like?

There are two competing scenarios:

1. Buoyant consumer demand

- A post-lockdown surge in demand
- Last-minute bookings as consumers react to legislation changes
- Making up for lost holidays with e-vouchers and refund money
- Catching up with family and friends overseas

2. Weakened consumer confidence

- a trickle of demand as consumers remain unsure
- lack of disposable income for holidays and trips
- Staycations become normal for 2020

How can Qubit help?

Qubit combines industry-leading technology with a team of strategists that work closely with some of the largest travel and tourism brands in the world.

- **Best practice** - We can share with you best practice responses to Covid-19 from across the travel industry.
- **Benchmarking** - We're tracking experience deployments and key metrics from across the travel industry and can help you work out the results you should be seeing
- **Sharing key messages** - Communication is key and Qubit can help site-wide, segmented or 1:1 messaging for key objectives, including:
 - Manage existing bookings
 - Drive new bookings
 - Maintain strong relations with loyalty members
- **Technology to scale** - Built on Google Cloud, we influence billions of customer journeys and transactions each and every day, not just in travel. Our technology is designed to provide you key insights, action those insights, and understand the value your personalization efforts are driving for your business.



Chapter 1

Bridging the gap between now and normal.



Right now, there are a number of experiences you can be delivering on-site to ensure your visitors feel fully-informed with what they can do with existing bookings.

- Reassurance messaging around rescheduling or cancelling existing bookings
- Encouraging task completion online to not overwhelm contact centers.

In addition to specific experience creation and deployment, we've also seen customers use this time to tackle tasks that have been put on the backburner. This includes tasks like:

- Conducting a UX audit
- Updating their data layer
- Digging into a customer analysis and deriving insights for normal trading periods
- Building more sophisticated segmentation frameworks
- Integration of new/existing tools and technology

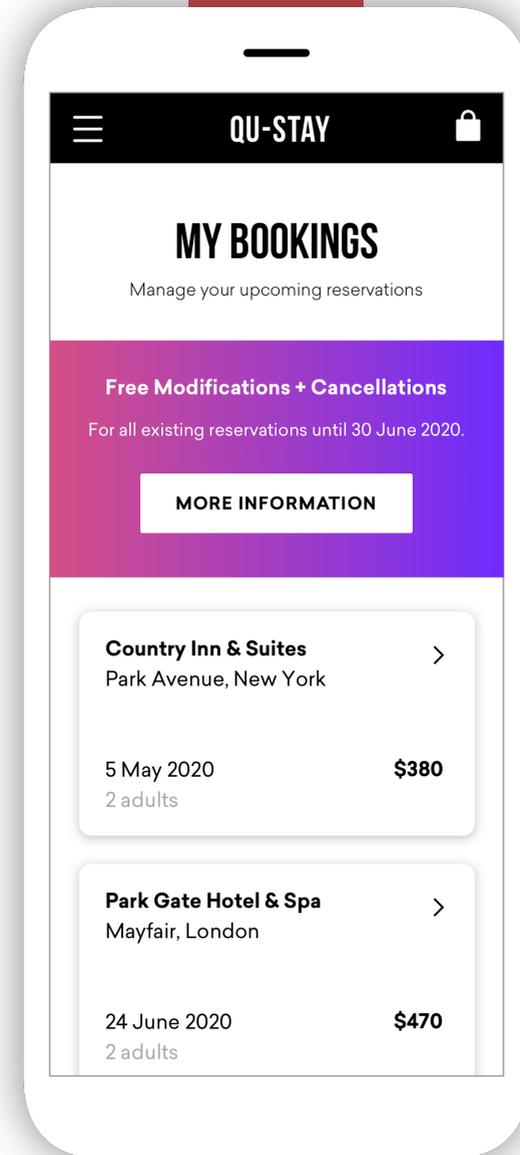
Rescheduling or cancelling reassurance message

Many travel companies have loosened restrictions on their rescheduling and cancellation policies to help travelers with existing bookings. Information on policy changes is typically displayed on a COVID-19 FAQs page.

This experience makes it obvious to the visitor where they can find more COVID-19 specific content through a 'My Bookings' page.

How Qubit delivers this experience:

- We build a template for a new module on the My Bookings page.
- This is made with configurable content so that our clients can go into the experience and change their message at any time, without the need for coding.



Completing tasks online.

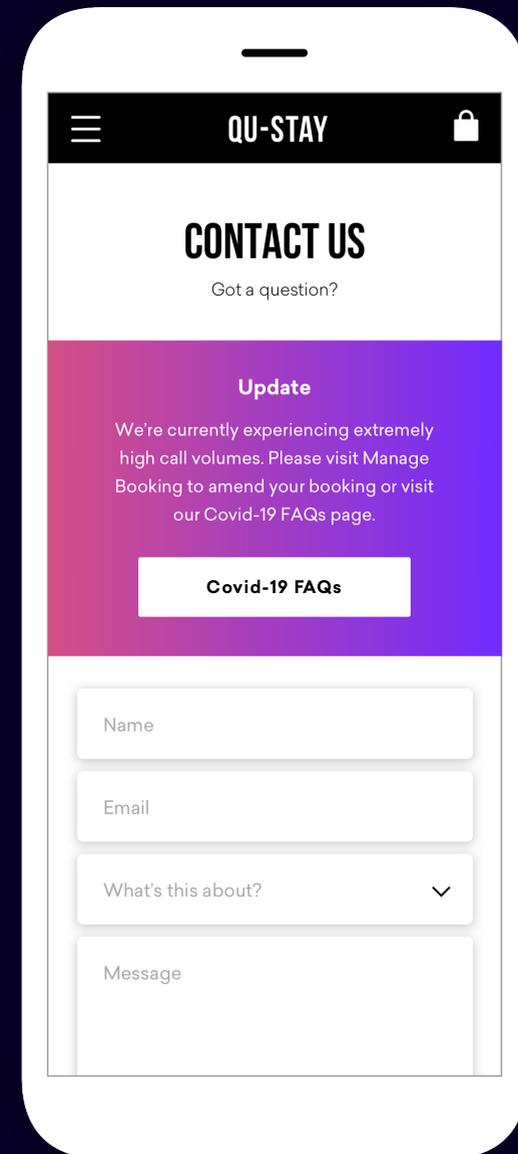
Contact centers are (still) facing overwhelming demand from travelers with existing bookings looking to make changes or get a refund. Combined with the high number of customer service agents and team members on sick leave or having to social distance, the volumes can be difficult to deal with.

Ideally, you want as many customers as possible to be self-service and, therefore, clear and concise messaging on site is essential.

Make it obvious on your 'Contact Us' page to encourage visitors to 'Manage Bookings' or go to the COVID-19 FAQ page can really help ease the pressure on the phones.

How Qubit delivers this experience

- We build a template for a new module on the Contact Us page.
- This is made with configurable content so that our clients can go into the experience and change their message at any time, without the need for coding.





Chapter 2

Preparing for the Rebound.

With demand likely to be gradual, you still need to think about how you can deliver against your wider business the strategy, and when things start getting back to normal. Driving new bookings is a delicate business right now, but these recommendations are built to give you flexibility and control as the picture becomes clearer.

- Exclude unavailable dates
- Reassurance messaging about destinations
- Highlight bookings for later in the year
- Top trending last minute offers
- Loyalty points and status bar

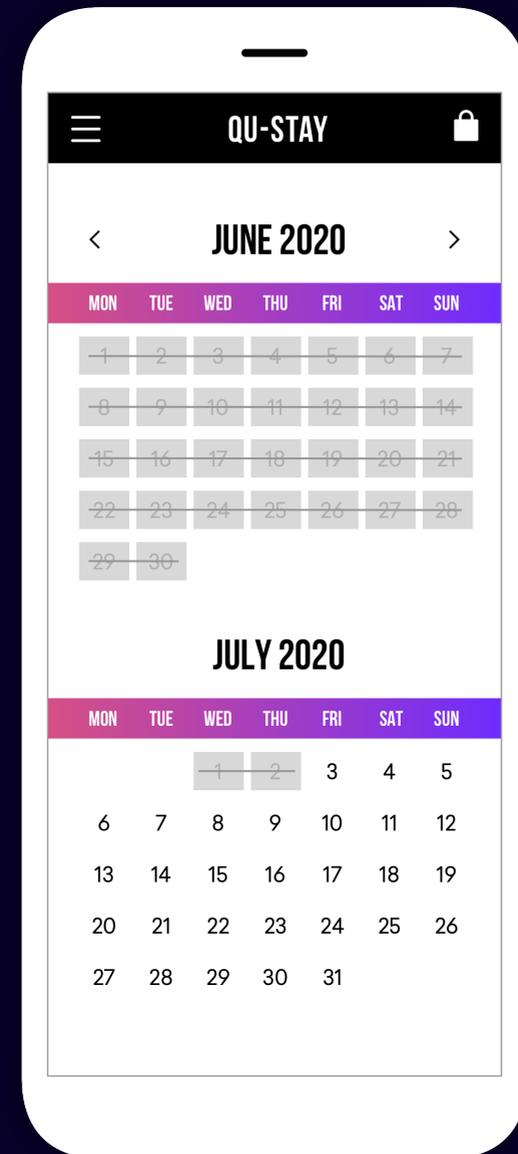
Exclude dates when accommodation is closed.

Travel companies have reacted to Covid-19 by canceling flights and closing accommodation up to a certain date. Yet when users search for a new booking, unavailable dates are often still shown. This experience shades out unavailable dates.

As an extension, if certain destinations or accommodation types are unavailable then these should also be shaded out in search.

How Qubit delivers this experience

- We build an experience hiding unavailable dates. These dates can be either manually inputted or shared via a data import.

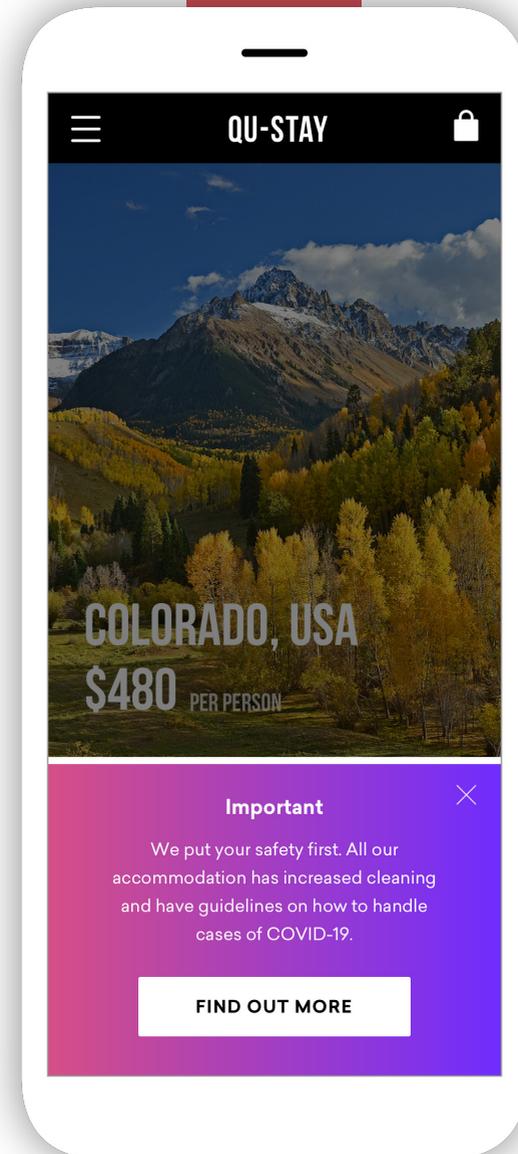


Reassurance message.

Clearly outlining additional measures put in place to enhance the health and wellbeing of travelers throughout the booking funnel, providing a reassuring nudge to users. Here we highlight that additional cleaning is taking place across all destinations. Other measures could include self-check-in to ensure social distancing and a protocol for handling suspected or confirmed cases of Covid-19.

How Qubit delivers this experience:

- We build a template for a new banner on the Search Results or Product Details page.
- This is made with configurable content so that our clients can go into the experience and change their message at any time, without the need for coding.

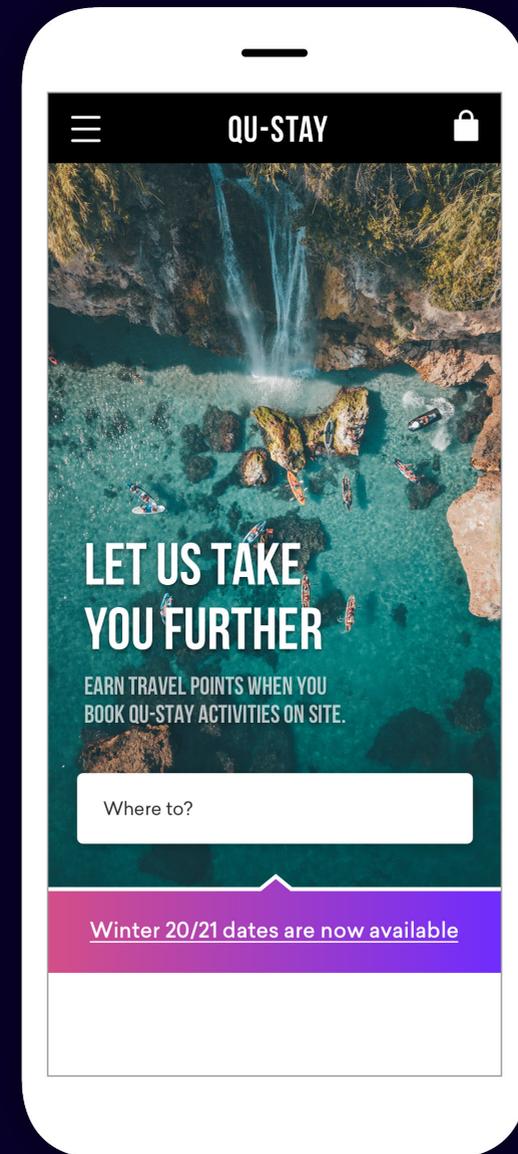


Highlighting bookings from the end of the year.

Whilst there is much uncertainty for now, travelers might be more confident booking travel for later in the year or into the next. Indeed, this is why some airlines have released their Winter 20/21 flight schedule early. Showing a message on the homepage reminding travelers that they can book for later on may nudge them to make a new booking, especially if cancellation or rebooking is made easy and free.

How Qubit delivers this experience

- We build a template for a new tooltip on the homepage or anywhere else where the search bar shows
- This is made with configurable content so that our clients can go into the experience and change their message at any time, without the need for coding

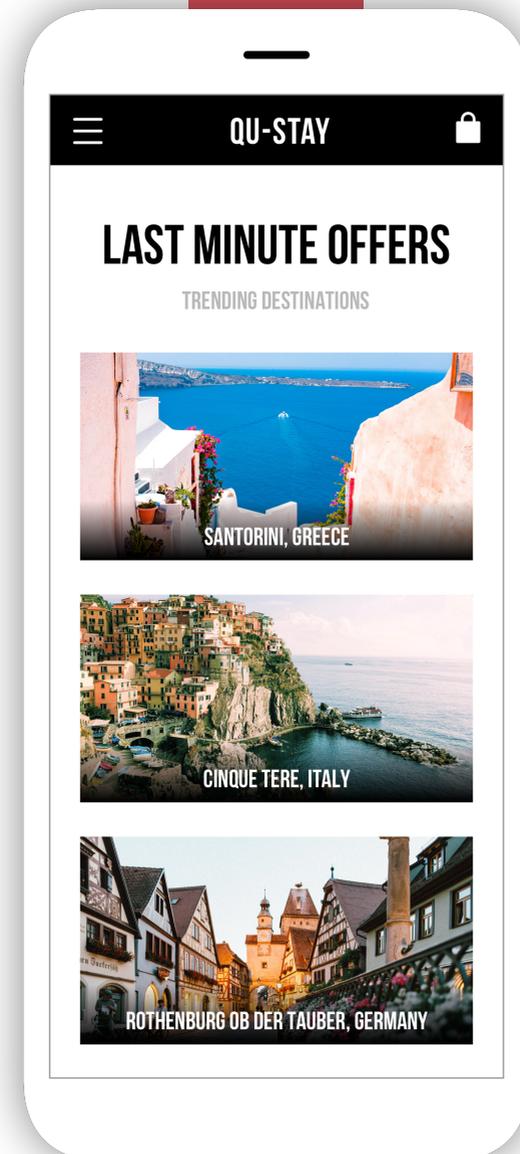


Top trending last minute offers.

Using Qubit's Social Proof tool to show on-site what bookings are trending, has proven to drive an increase in bookings, through a combination of urgency, scarcity, and reassurance messaging. We can show trending bookings around the types of holidays that travelers are most likely to be interested in post-lockdown, including last minute offers, "staycations", and long weekends away.

How Qubit delivers this experience:

- We use our Social proof API to find the most popular holiday destinations
- We then display this information in a carousel on the homepage
- Images, copy and links are made configurable so that they can be changed at any time, without the need for coding

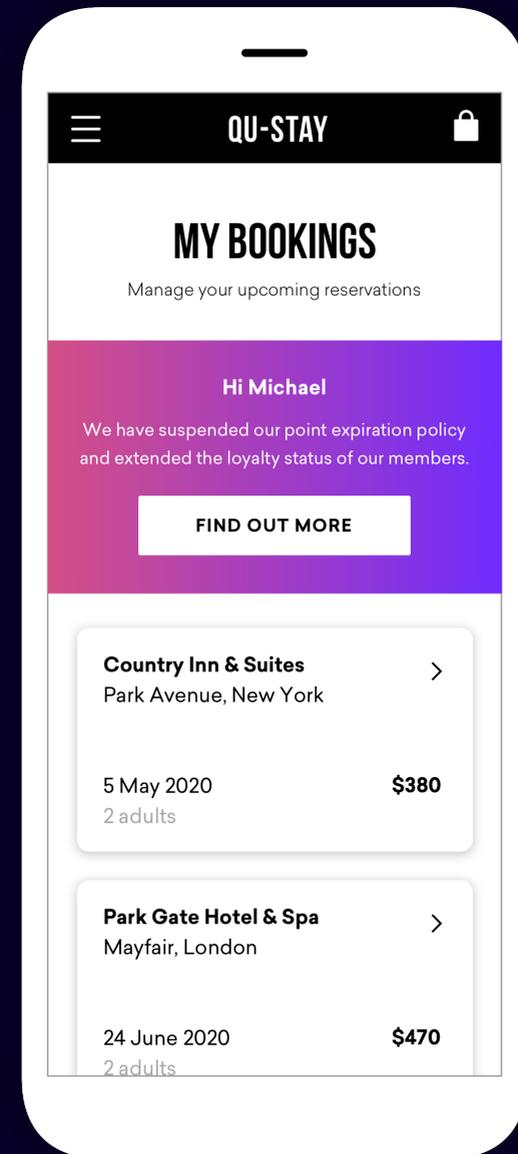


Maintain strong relations with points and loyalty status bar.

For companies with loyalty schemes, it is important to let your members know that you continue to value them and support them during this difficult time. Letting them know that you are taking measures such as suspending points expiration and extending their loyalty status will maintain strong relations. Additional measures targeting members may include allowing them to donate their points to a charity or for frontline workers to use.

How Qubit delivers this experience

- We build a template for a new module on the logged-in area of the website.
- This is made with configurable content so that our clients can go into the experience and change their message at any time, without the need for coding.



Summary.

Despite the challenges, there is plenty that brands can be getting on with right now, during the pandemic, to prepare for the rebound in travel.

Online teams will be leading the charge throughout this period, and this is an opportunity for you to really start showing your unrivaled ability to remain responsive to the changing demands of your customers and wider organization.

Tomorrow's leaders are acting today, and with Qubit you have a partner of technology and strategy.

For more information, please visit: www.qubit.com

About Qubit.

Qubit's mission is to drive customer loyalty and lifetime value through personalization. Industry leaders in luxury, fashion, beauty, travel and gaming brands partner with Qubit to transform the way they understand and influence their visitors.

In 2019 the Qubit platform delivered over 60 billion experiences and influenced over \$40 billion in retail revenue. Customers include Estee Lauder Group, Kurt Geiger, Shiseido, Tailored Brands, Radisson Hotel Group and Fanduel.

Headquartered in London, the company has offices across Europe and the U.S. Qubit's investors include Goldman Sachs, Sapphire Ventures, Accel Partners, Salesforce Ventures and Balderton Capital.



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Qubit has helped us to make data driven decisions that improve our conversion rate. The advanced segmentation capabilities have enabled us to show relevant content and the right product recommendations to our customers

Miguel Molina
CRO & Analytics Manager
Radisson Hotel Group

