



Air New Zealand

“Personality Allowed” campaign yields impressive results for Air New Zealand

The Company

Air New Zealand provides air passenger and cargo transport services within New Zealand, as well as to and from Australia, the South West Pacific, Asia, North America and the United Kingdom. Air New Zealand UK flies to New Zealand, Los Angeles, and Hong Kong out of London Heathrow.

The Challenge

Air New Zealand really means it when they say that they strive to provide their customers with an outstanding level of customer service in a unique and refreshing “kiwi” way. Always challenged with finding forward-thinking ways to engage with customers, Air New Zealand UK sought new ways to use email to focus on customer relationships and brand building, solicit timely customer feedback, and take a more personal touch to their unique service

The Solution

Air New Zealand refers to the approach to its customer campaign as “Personality Allowed.” Using Silverpop Engage, Air New Zealand sends personalized pre-flight and post-arrival emails to passengers utilizing Silverpop’s Dynamic Content functionality. Its pre-flight email with a welcoming subject line includes imagery tailored around the upcoming destination, such as shots of local cultural events or popular delicacies, a weather update, and flight details along with the ability to share your information with friends via Facebook and Twitter using Silverpop’s Share to social capability. Air New Zealand’s brand personality also shines through, with each message showcasing a photo of a flight crew member who will be on the recipient’s specific flight.

An important call to action included in the post-arrival email is a link to the company’s MyVoice program, which serves as a comprehensive preference center, collecting and housing a great deal of important information about each customer. By encouraging recipients to click on the link, Air New Zealand aims to increase the amount of information collected from each participant. By incorporating this information back into its email program, Air New Zealand can deliver a higher degree of relevancy. And the strategy is working, with the MyVoice program link being one of the most popular.

The Challenges

- Increase customer loyalty by extending the on-board experience and brand engagement in a personal “Kiwi” way
- Create brand champions

The Results

- “Personality Allowed” campaign yields impressive results
- Pre-flight emails - 69% open rate & 38% click rate
- Post-arrival emails – 62% open rate and 40% click rate
- Thousands of social media posts
- Incredibly positive feedback from customers and crew

“What a brilliant email campaign... I think that this is the first piece of e-marketing that I have ever received that I thoroughly read, found helpful and actually printed out!”

Air New Zealand Customer

The Benefits

While primarily focused on building customer loyalty, the “Personality Allowed” campaign has also generated impressive results. The pre-flight emails have an average unique open rate of 69 percent and an average unique click rate of 38 percent — well above industry averages. The post-arrival emails have an average unique open rate of 62 percent and an average unique click rate of 40 percent.

In addition, reactions from passengers to this inventive campaign have been incredibly positive, spanning thousands of active Facebook comments to some customers even printing out the emails to show the featured flight crew member while on board. One customer even commented, “What a brilliant email campaign... I think that this is the first piece of e-marketing that I have ever received that I thoroughly read, found helpful and actually printed out!”

Silverpop, an IBM Company, is a cloud-based digital marketing provider that offers email marketing, lead-to-revenue management and mobile engagement solutions. IBM Marketing Cloud — built on the foundation of Silverpop Engage — uses customer data and individual behaviors, collected from a variety of sources, to inform and drive personalized interactions in real time. IBM Marketing Cloud powers the delivery of exceptional experiences for customers across the buyer journey.

To find out more please contact us at 1-866-745-8767 or +44 20 7202 5930 and visit www.silverpop.com.