



COMARCH

The Power of Single Customer View in Travel

Personalization, Profitability, and Passenger Loyalty

Introduction: The Disconnected Passengers

Do you see him? Right there. With the laptop and his boarding pass out.

That's Marcus Reed. He has the boarding process down to a science. Yet somehow, despite being a platinum-level road warrior, he still gets greeted with the same generic smile as everyone else. No one remembers he prefers an aisle seat near the front. No one acknowledges that he's spent more on this airline in the past year than most families spend in a decade. For Marcus, every extra minute wasted feels like turbulence he didn't sign up for.

Now, look over there. That family.

The Chens are wrangling carry-ons and two sugar-happy kids buzzing with pre-vacation excitement. They're not expecting champagne in the lounge, but they are hoping for a little recognition. Maybe pre-boarding for families, maybe thoughtful offers to make the trip smoother. Instead, they get endless forms to fill, duplicate requests for the same information, and offers that miss the mark ("business-class lounge access" is not exactly on the kids' wish list). By the time they've made it through security, their dream vacation already feels like a logistical obstacle course.



The irony?

Travel brands already have the data to know Marcus and the Chens inside and out.



[69%](#) of travel and hospitality data leaders rely on data to understand visitors and create detailed customer profiles—a higher share than in any other sector.

Every booking, every swipe of a loyalty card, every click on a marketing email—it’s all captured somewhere.

The problem?



That data is scattered across silos: the booking engine, the CRM, the loyalty system, the in-flight entertainment, the property management system. Each one is its own passport stamp with no central immigration officer to connect the dots.

[28%](#) of data leaders in the travel and hospitality industry struggle with siloed data across the organization.

The result?



That data is scattered across silos: the booking engine, the CRM, the loyalty system, the in-flight entertainment, the property management system. Each one is its own passport stamp with no central immigration officer to connect the dots.

The Single Customer View is like a traveler’s master passport: one unified profile that combines every detail from every system into a single, 360-degree view.

With a Single Customer View, Marcus isn’t just “Passenger 14A”—he’s a high-value client who should be whisked through with recognition and ease. The Chens aren’t just “Reservation #5HGP28”—they’re a family who will reward any brand that helps them navigate the chaos with less stress and more delight.

With a Single Customer View, you can transform scattered data into seamless journeys. And as we’ll explore on this trip, it’s also the unlock for personalization, profitability, and passenger loyalty.

This eBook Is For:



**Chief Marketing Officers
& VPs of Marketing**



**Heads of Loyalty & Customer
Relationship Management**



**Chief Experience Officers
& Customer Experience**



**Chief Information Officers
& Chief Technology Officers**



**Chief Commercial Officers
& Heads of Revenue**



**Digital Transformation
& Innovation Leaders**



In this eBook, you will learn:



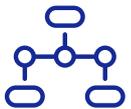
Why traditional, siloed approaches to customer data are failing in the modern travel industry.



What a Single Customer View is and how it creates a complete 360-degree profile of every passenger.



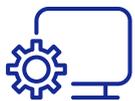
How to move beyond basic segmentation to deliver true 1:1 personalization at every touchpoint of the traveler's journey.



Actionable strategies to increase high-margin ancillary revenue and boost overall Customer Lifetime Value (CLV).



The secret to building deep, emotional loyalty that makes your customers feel uniquely seen and valued.



The essential technology components required to build and activate a powerful Single Customer View for maximum impact.

Voices of Loyalty Leaders



Edward Pouthier
Director of Loyalty
Program and Experience
at Jet Blue



Isaiah Oduor,
CRM and Loyalty
Systems Specialist at
Kenya Airways



Tom Peace
CEO and Founder,
Sway Outcomes



Raffael Fappiano Neto,
Product & Project
Manager at Azul Airlines



Tony Piedade
Deputy Chairman at Global
Loyalty Organisation, CEO
of Loyalty Lighthouse



Steve Adams,
Director of Loyalty and
Marketplace at Carnival
Cruise Line



Deborah Otiso
Operations Manager for
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Airways



Olivia Wasniewski,
Head of the
EuroBonus Program at
Scandinavian Airlines



Reyna Galan
Loyalty Manager
at Copa Airlines



Krystian Otfinowski
Solution Engineer, Loyalty
at Comarch

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The High Cost of Flying Blind: Why Data Silos are Grounding Your Growth

Passenger Log: Marcus Reed

Marcus is on his way to a client meeting. He's flown this route a dozen times this year, always on the same airline, always in business class. But when a delay forces him to call customer service, the agent asks him to repeat his frequent flyer number, his travel history, even his seating preference—details the airline already should know.

Passenger Log: The Chen Family

The Chens are finally checking into their hotel after a long-haul flight. They've booked a "family package," yet the front desk doesn't seem aware. There are no welcome kits for the kids, no mention of the adjoining room they requested, no reminder that they are repeat guests at this hotel.

The Pain of Fragmented Views

Travel brands are sitting on mountains of data but using it like a compass with no map. Booking engines hold one set of details, loyalty systems hoard another, marketing platforms speak their own language, and in-flight or on-property systems hum quietly in the background. Each one is a silo, disconnected from the others.

Without a Single Customer View, your travelers are just fragments in different databases. That's like being someone's passing acquaintance, when they trust you enough to be friends.



5 Main Consequences

Impersonal Experiences



Marcus gets another generic “Dear Valued Customer” email. The Chens get a promotion for spa treatments—right when they’re desperately searching for kid-friendly dining. Instead of feeling recognized, they feel like strangers. And in travel, where emotions run high, being treated like “just another booking number” is the fast lane to dissatisfaction.

Missed Revenue Opportunities



Ancillary revenue is the lifeblood of travel. But if you don’t know your traveler, you can’t offer the right upsell at the right moment. Marcus would gladly pay for fast-track security. The Chens might splurge on a suite upgrade if it promised bunk beds and Disney+ for the kids. Without a full view, those opportunities fly straight out the window.

Ineffective Marketing



Spray-and-pray doesn’t work anymore. Yet too many campaigns still blast irrelevant offers to travelers who either don’t care—or worse, get annoyed. That’s wasted ad spend, poor conversion rates, and lost trust. It’s the equivalent of handing out ski resort brochures on a tropical beach.

Poor Customer Service



Your call center agents are only as good as the information they can see. If they don’t know that Marcus is a top-tier loyalty member with thousands in lifetime value—or that the Chens had a baggage mishap last trip—every service call feels clunky and frustrating. Travelers are left repeating themselves like a broken record.

Customer Churn



Loyalty in travel is very fragile. With so many options just a click away, customers who feel unrecognized won’t hesitate to switch. Marcus doesn’t think twice about booking another airline if it promises smoother service. The Chens won’t stick around for a brand that adds stress instead of removing it. Fragmented data is a direct ticket to customer churn.



Flying Blind at Europe's Busiest Airport

Heathrow is home to over 80 airlines and manages over 70 million passengers a year, but it was missing out on crucial client insight and couldn't deliver the deep personalization required for continuous improvement.

By unifying passenger data with Comarch Loyalty Management, Heathrow could finally move away from flying blind and begin to understand its customers through greater one-to-one engagement, with a key objective being to improve the overall customer experience.

Forrester's Budget Planning Guide 2025: Customer Experience reveals that CX quality has been slipping worldwide for three years straight. At the same time, research from Azira shows just how disruptive shifting expectations have become: [70%](#) of travel and hospitality data leaders say changes in consumer behavior forced them to rethink strategy in the past year, well above the 60% average across industries.

It's a clear signal that **customer needs are evolving faster than many organizations can keep up with, and that data silos only make the gap wider.** To reverse the trend, CX leaders need to double down on core competencies that transform "customer obsession" from a slogan into a lived experience.

Passport Control with Single Customer View: One Identity, Every Journey

You've made it through the turbulent airspace of disconnected data. You've seen the fog, felt the friction, and know exactly how bumpy the ride can get. Before we can chart a smoother course to our destination, it's time to get the travel documents in order.

Every passenger carries a full story, but right now, you're only glimpsing a few scattered pages. To truly recognize them, you need one official stamp in their passport—an undeniable proof of identity that ties the whole journey together.

What is a Single Customer View?

Think of a Single Customer View as the traveler's universal passport. Instead of carrying multiple documents for every border, you have one authoritative record recognized everywhere.

A Single Customer View is exactly that for your customer data:

- **Single:** One master profile per traveler, not half a dozen partial records scattered across systems.
- **Unified:** All touchpoints stitched together, from bookings to baggage claims, upgrades to app logins.
- **Up-to-date:** A living record that reflects the latest interaction in real time, not last quarter's CRM export.



of travel and hospitality data leaders agree that consumer behavior data is crucial to their team's business decisions.

With a Single Customer View, Marcus Reed is no longer chopped into “Frequent Flyer #12345” in the loyalty database, “M. Reed” in the booking engine, and “Unknown Business Traveler” in the marketing platform. He’s one complete passenger, with one complete journey.

And the Chens are no longer split into “Family Package #48293” at the hotel, “Mrs. Chen” on the booking, and “anonymous clicks” on the website. They’re seen as one traveling family with shared needs, ready for a journey made easier together.

The Ingredients of a Single Customer View



Transactional Data

The bread-and-butter details: flight or hotel booking history, seat selections, room upgrades, ancillary purchases, and even cancellations or no-shows. This is the where and when of the traveler's journey.



Loyalty Data

Tier status, points balance, past reward redemptions, and engagement with the program. Loyalty data reveals the value of the relationship—who's worth the fast track and who's just starting their journey.



Behavioral Data

Every click, swipe, and search tells a story. Website browsing patterns, mobile app usage, and email engagement all paint a picture of what travelers are considering long before they hit "book."



Service Data

The human side of the journey: call center notes, complaint history, social media mentions, and feedback surveys. This is where context and empathy live—the difference between solving a problem and deepening a relationship.

The days when ,extras' were just for budget airlines are gone. In 2026, those non-ticket moments are what keep the lights on and the planes moving. But we talk about AI like it's magic, when really, it's just hungry for the truth. It doesn't need more data points. It needs to actually know the person in that specific seat. When we stop looking at spreadsheets and start seeing a Single Customer View, that's when the math finally starts to feel like a relationship again.



Krystian Otfinowski
Solution Engineer, Loyalty
at Comarch

According to Azira, the travel sector's data leaders lean most on **demographics (71%), trends in visitation over time (63%), and day-of-week visit patterns (45%)** for their insights.

A Single Customer View isn't just another database entry—it's the engine room of intelligence for your entire customer strategy. It captures where each traveler has been, shines a light on where they are now, and, most importantly, helps predict where they're headed next.

This is the true power of Single Customer View: it transforms data from a scattered paper trail into a living passport that guides every decision, every interaction, and every opportunity to build loyalty.

And once you've unified the view, you can finally personalize the journey at scale.



The Payoff Pt. 1 | Personalization: From Segments of One to Journeys for Everyone

Passenger Log: Marcus Reed

Marcus sighs as yet another email hits his inbox: “Exclusive Sale: Family Travel Deals.” Nice, but Marcus hasn’t booked a family trip in years. What he really wants is a frictionless way to work on board: aisle seat, Wi-Fi, fast-track security. Instead, he gets irrelevant offers.

Passenger Log: The Chens

The Chens also get a promotional email. Subject line: “Escape for Two!” It’s a romantic couples’ getaway package to Hawaii—the exact destination they’re already visiting right now, with their two kids. Instead of feeling recognized, they feel invisible.

Flying should be an experience that everyone enjoys. Whether that’s the person who’s flying once a year, maybe to see their grandmother, or the person who’s flying 50 times a year.



Edward Pouthier
Director of Loyalty Program and
Experience at Jet Blue



Moving Beyond Basics

Ah, remember when “Hi [First Name]” was the height of personalization?

Today, it’s table stakes—and travelers see right through it. True personalization means **anticipating their needs, removing friction, and surprising them with relevance** at every step of the journey.

According to our 15-country market survey, [64%](#) of consumers want personalized offers, and 56% say they would shop more often and for longer when given tailored recommendations.

The American Hotel & Lodging Association reveals that in 2025, [72%](#) of consumers expect companies to adapt to their changing expectations.

With a 360° profile that comes from the Single Customer View, you can connect the dots between behavior, preferences, and context, then respond in ways that feel not only accurate, but genuinely thoughtful.

As traveler expectations evolve, particularly among younger generations, the next major shift in loyalty is from rewards accumulation to meaningful recognition [...] Travelers increasingly value relevance, time savings, flexibility, and being understood in the moments that matter most. Programs that succeed will feel less transactional and more relational.



Reyna Galan
Loyalty Manager
at Copa Airlines

I think hyper-personalization is becoming more and more relevant. So brands need to make sure they’re talking to their customers in a highly personalized and very relevant way.



Tom Peace
CEO and Founder,
Sway Outcomes



Actionable Examples



For Airlines

A frequent leisure traveler who always checks a ski bag in winter is proactively offered discounted excess baggage and priority handling for sports equipment—just as ski season approaches.



For Hotels

A solo business traveler who regularly orders room service late at night is greeted with a personalized “Night Owl Menu” on the in-room tablet, along with bonus loyalty points for ordering digitally.



In Real Time

A customer whose flight is delayed automatically receives an in-app voucher for a free coffee in the terminal. No frustration, no need to complain—just a thoughtful gesture that turns disruption into delight.

Saudia’s Flight Towards Innovative Engagement

Saudia, the national flag carrier of the Kingdom of Saudi Arabia, sought to redesign and improve its Alfursan Loyalty Program. By implementing the For Travel Edition of the Comarch Loyalty Marketing platform, the airline gained a platform designed to support modern customer engagement.

Now, the platform is constantly being enhanced with features like location-based Services and Gamification, enabling Saudia to deliver the kind of advanced, 1:1 personalization that builds true loyalty in the modern travel era.

Why Personalization Matters Even More for Millennials & Gen Z

For Millennials and Gen Z, personalization is the boarding pass. Without it, you're not even cleared for takeoff.

Travel is a top financial priority for [89%](#) of Gen Z and 87% of Millennials. And it shows. These generations are fueling the US travel growth, spending nearly twice as much on lodging in 2023 as they did in 2019. They also place a higher value on travel experiences compared to older generations.

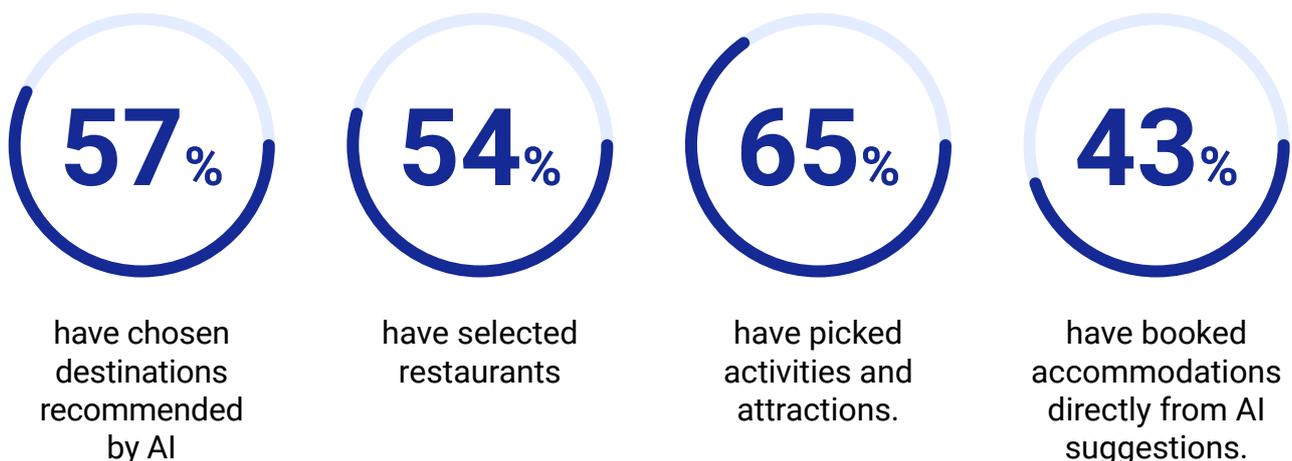
They expect the brands to keep up. [62%](#) of Gen Z and 69% of Millennials say they want personalized offers (more than any other age group). And they're willing to share their data to get them. Nearly half of Gen Z (47%) and Millennials (44%) are comfortable exchanging personal information for rewards or benefits.

This combination, higher spending power, strong emotional investment in travel, and openness to personalization, makes younger generations the true litmus test for loyalty strategies.

Fail them, and you risk irrelevance.

Serve them well, and you earn lifelong advocates.

And their embrace of Generative AI is raising the bar even further. **One in four Millennials already use GenAI to plan trips**, with adoption jumping to **29% among high-income Millennials. And they're not just dabbling:**



Younger travelers trust personalized, AI-powered recommendations. They want travel planning to feel tailored, intuitive, and even predictive.



The Payoff Pt. 2 | Profitability: Turn Insights into Income

Data alone doesn't make money. We know.

But when you unify it into a Single Customer View, you unlock the power to turn insight into income. **With one complete profile of each traveler, you can stop guessing, start anticipating, and capture more value from every interaction.**

And the opportunity is massive. Guest spending across lodging, transportation, retail, restaurants, and other expenditures in local economies at US hotels is projected to reach a record **\$777.25 billion in 2025**. That's a whole economy's worth of potential spend—and brands with a Single Customer View are best positioned to claim a bigger slice of it.

Retail and food loyalty programs thrive alongside travel sectors without cannibalization of each other, offering a cohesive ecosystem where consumers seamlessly engage across industries, maximizing convenience and value.



Tony Piedade

Deputy Chairman, Global Loyalty Organisation,
CEO of Loyalty Lighthouse

The Three Pillars of Profitability

1. Smarter Upselling & Cross-Selling

Upselling works when it feels like help, not a hard sell. With Single Customer View, you can identify the travelers most likely to say “yes” to ancillary products and present the offer at the right time.

- A hotel guest checking in online is nudged with a “Would you like a balcony upgrade for just \$30 more per night?”
- A frequent flyer is offered a bundled fast-track + Wi-Fi package during booking, not after they’ve landed.

That timing is everything. Done right, upsells feel like thoughtful extras—and they add up fast. In fact, **90% of companies say Single Customer View reduces costs, 80% see it as a sales driver, and businesses expect a 70% increase in customer value annually.**

2. Increased Customer Lifetime Value (CLV)

A better experience wins you all the bookings that follow. When travelers feel recognized and rewarded, they’re more likely to return, spend more, and deepen their loyalty.

Think of it like this formula:



And CX leaders are betting big on this: **40% plan to increase their overall CX investments above inflation in the next 12 months**, according to Forrester. A Single Customer View ensures those investments pay off in hard numbers.

3. Optimized Marketing Spend

Marketing budgets are bouncing back—from **7.3% of revenue in 2023** to **8.4% in 2024**—but they're still below pre-pandemic levels. Translation? Every dollar needs to work harder.

Without a Single Customer View, campaigns waste spend on irrelevant offers that fall flat.

I think the future of loyalty programs lies in building experiences with customers. Ultimately, you are offering a core service, but because we are global and connected, the experience surrounding that service is where companies must focus. I want you to enjoy my service, but I also want you to experience other things along with it.



Deborah Otiso
Operations Manager for CRM & Loyalty
at Kenya Airways



The Destination: Profitability That Scales

Profitability isn't about squeezing customers for more—it's about **knowing them better so you can serve them better**. Single Customer View is the bridge between customer experience and commercial performance: it reduces costs, drives sales, and increases lifetime value.

And for Marcus, that means never missing out on the productivity bundle he'd gladly pay for. For the Chens, it means family-friendly packages that add joy instead of stress. For your business, it means turning fragmented data into a revenue engine that never runs out of fuel.

The Heathrow Rewards Turnaround

One of [Heathrow](#)'s key objectives was to generate incremental sales and income by encouraging members to spend at airport outlets and on services. This was a direct response to the challenge of being unable to personalize the customer journey without unified data.

The implemented Comarch Loyalty Management platform included a Business Administration module that allowed for the flexible configuration of rules and rewards. This enabled the airport to provide relevant and motivating rewards to travelers.

The new, insight-driven approach delivered a clear return on investment:

4.4%

increase in net
retail income per
passenger

60%

increase in the
number of member
transactions

150%

increase in point
redemptions

2.5%

reduced OpEx

The Payoff Pt. 3 | Loyalty: Build Relationships, Not Just Programs

True loyalty comes from emotional connection—that sense of being remembered, recognized, and valued. A Single Customer View is what makes that possible. Without it, loyalty programs are just spreadsheets of transactions. With it, they become the foundation for relationships that last.

I love the experience of loyalty. Being recognized. Being seen. Being appreciated.



Isaiah Oduor,
CRM and Loyalty Systems Specialist
at Kenya Airways

How Single Customer View Builds Loyalty



Recognition at Every Touchpoint

From the gate agent to the front desk, your staff can deliver small but meaningful moments of recognition—because they have the full context at hand. “Welcome back, Ms. Reed. Congratulations on your Gold status anniversary with us today!” These touches transform routine interactions into loyalty-building experiences.

Customers who become loyal to airline loyalty programs seek prioritization and differentiated service throughout their travel journey. These loyalty programs are used as mechanisms to make travel more comfortable and exclusive, meeting the expectations of an audience that values special treatment and additional benefits.



Raffael Fappiano Neto,
Product & Project Manager
at Azul Airlines



Proactive Problem Solving

Travel is full of turbulence—lost bags, long delays, overbooked rooms. With a Single Customer View, you can spot affected travelers instantly and act before frustration escalates. Imagine Marcus receiving an apology plus bonus points for a delayed flight before he even has to ask. That's not just service recovery—it's trust building.



Surprise and Delight

The most memorable loyalty moments often come unexpectedly. Single Customer View gives you the data to trigger them intelligently: a free dessert for the couple celebrating an anniversary, a welcome kit for kids at check-in, or bonus miles to thank a frequent traveler. These gestures solidify the emotional bond and turn satisfied passengers into lifelong advocates.

Why Loyalty Matters More Than Ever

According to the American Customer Satisfaction Index, scores across airlines, lodging, car rentals, rideshare, and online travel agencies were all [higher](#) in 2024 than in 2025. In other words, satisfaction has slipped, and that decline erodes loyalty.

Adopting a holistic, multichannel strategy that connects customer experiences across every touchpoint helps brands hit their revenue performance targets. A Single Customer View is the engine that makes this possible, ensuring interactions feel consistent and personal, no matter the channel.



How Vietnam Airlines Built an Award-Winning Relationship Engine

As a major Southeast Asian carrier, [Vietnam Airlines](#) needed to manage and expand its Lotusmiles loyalty program. The program now serves over 5 million members and is still growing.

By implementing Comarch Loyalty Management, the airline gained an agile platform that could support a world-class member experience and foster deep loyalty.

The results speak for themselves: in 2024, the Lotusmiles program won the „Best Loyalty Strategy” award at The Loyalty & Engagement Awards. This proves that the right technology can transform a loyalty program into an award-winning engine for building lasting customer relationships.

The Foundational Requirements

Building a Single Customer View isn't collecting data—it's creating a system that transforms that data into action. It's almost like building the airport terminal itself: every gate, every security lane, every lounge needs to be connected to the same hub, or the whole experience breaks down.

Here are the essential building blocks:

Flexible Data Ingestion



Your Single Customer View needs to connect with every system that touches the customer journey. Booking engines, CRM, loyalty systems, in-flight entertainment, property management—the works. That means open APIs and connectors that can ingest data from anywhere, in any format.

And here's the challenge: [33%](#) of travel & hospitality CMOs say multichannel marketing is the biggest gap between current and needed capabilities. If your systems can't talk to each other, your customers feel the disconnect. Flexible data ingestion is the first fix.

Identity Resolution



Ever met “Marcus Reed,” “M. Reed,” and “Frequent Flyer #12345”? They’re all the same person—but your systems don’t know that. Without identity resolution, your “single” customer view is anything but. Identity resolution uses algorithms to merge duplicate profiles, correct inconsistencies, and ensure every traveler has one unified identity—their “official passport” in your system. Without it, you’ll never reach true personalization or loyalty.

A Real-time Action Layer



Here’s the make-or-break factor: a Single Customer View can’t just store data—it has to put it to work.

A real-time action layer in your loyalty platform has the capability to:

- Run loyalty rules on the fly
- Orchestrate marketing campaigns across channels
- Personalize offers in the moment

Think of a traveler whose flight is delayed. **With a static database, you know about it later. With a real-time Single Customer View, you can immediately issue a coffee voucher through the app, turn frustration into delight, and capture loyalty in a moment of truth.**

And the industry is heading here fast: [Oracle](#) predicts **AI-driven automation in hospitality will move from experiments to concrete initiatives that solve real problems, create new opportunities, and give guests more control.** Without a real-time Single Customer View layer, that future simply isn’t possible.

The Role of Third-Party Data

Travel leaders know their own data isn't enough. [82%](#) of T&H executives (versus 75% overall) say they rely on third-party data to understand consumer behavior. That means your Single Customer View must be able to integrate and normalize not just your owned data, but the external signals that enrich the customer picture.

When those sources come together—internal + external—you get the clarity to deliver journeys that feel intuitive, predictive, and personal.

The tech is critical. I think you have to have the right tech in place to do what you want to do.



Steve Adams,
Director of Loyalty and Marketplace
at Carnival Cruise Line,

The future of travel loyalty will be simple, digital, and personalized. What people want from the start to every step of their journey (what this vision goes beyond points and perks). It's about building trust through thoughtful recognition, delivering service that feels personal and timely, and creating moments that turn travel into a lasting relationship.



Raffael Fappiano Neto,
Product & Project Manager
Reyna Galan
at Azul Airlines
Loyalty Manager
at Copa Airlines



Single Customer View Readiness Checklist

Before your business can take off with a true Single Customer View, you need to make sure your systems, processes, and strategy are cleared for takeoff. This checklist is here to help you run a quick “pre-flight inspection” of your current setup. Each question points to the critical capabilities you need in place to unify your data, recognize your travelers, and act on insights in real time.

Can you scale personalization across channels?

Do customers see consistent recognition in-app, on-site, at the gate, and at the call center?

If you find yourself saying “no” or “not really” to more than a few of these, it’s a clear signal your journey to Single Customer View is just beginning.

Do you have a clear view of Customer Lifetime Value (CLV)?

Are you tracking not just one-off bookings, but the long-term value of each traveler?

Single Customer View Pre-Flight Questions

Is your marketing spend optimized?

Do your systems talk to each other?

Are campaigns highly targeted with measurable ROI, or are you still blasting offers that miss the mark? Can your booking, loyalty, CRM, and service platforms share data seamlessly, or are they stuck in silos?

Is fraud detection built in?

Can you recognize one traveler across multiple IDs?

Can your system spot suspicious redemptions, duplicate accounts, or points abuse? If “Mr. Reed,” “Mr. Reed,” and “Frequent Flyer #12345” all exist separately in your systems, you don’t yet have a Single Customer View.

Are rewards experiential, not just transactional?

Is personalization more than ‘Hi [First Name]’?

Can travelers redeem for upgrades, experiences, or meaningful perks—not just discounts and gift bases? Are you offering rewards on actual behavior, preferences, and history—or just surface-level demographics?

Do you have one control tower for loyalty and marketing?

Or are you juggling multiple tools that don’t coordinate, making it hard to deliver a cohesive passenger journey?

Turn Single Customer View into a Living, Breathing Traveler Experience

A Single Customer View isn’t a silver-bullet tool you plug in once and forget about. It’s not a database, not a dashboard, not even a campaign engine on its own. It’s the combination of the right technology, the right integrations, and the right human intelligence working together

to see passengers clearly and act on their needs.

That's where Comarch shines. Purpose-built for travel and loyalty, the platform brings data, insight, and action into one place, so you don't just collect information, you actually use it.

[Scandinavian Airlines](#)

At SAS, before the pandemic, most points were earned through flights. Now, the majority are earned in daily life, but people still want to redeem them for travel. It's the dream of travel—what I like to call 'the bonus experience'—that keeps people engaged.



Olivia Wasniewski,
Head of the EuroBonus Program
at Scandinavian Airlines

Unified, Secure Customer Profile & Insight

Comarch's Single Customer View **unifies zero-, first-, and consent-based data from every touchpoint: bookings, apps, surveys, loyalty transactions, and third-party partners:**

- Holistic customer histories capture transactions, preferences, tier changes, and interactions. The system's configurable data model uses dynamic attributes, allowing you to easily add new profile or transaction details without custom code development.
- Support for account merging and multi-ID classes (plastic, virtual, household) ensures you see one traveler, not five duplicates.
- AI and ML add the behavioral layer—spotting patterns, segmenting audiences, and fueling hyper-personalized engagement that actually resonates.

Omnichannel Integration & Global Reach

A lot of modern travel is borderless, and your Single Customer View needs to be too. Comarch's platform is built for global scale:

- Works seamlessly in both B2C and B2B travel scenarios.
- Full cloud support, multi-region operations, and multi-currency capabilities—ideal for international carriers, hotel groups, and alliances.
- Modular, open APIs mean smooth integration with existing stacks: CRM, POS, affiliate networks, and beyond.
- Multi-tenant architecture lets you manage multiple markets, brands, or partner programs from one hub.

Personalization, Rewards & Gamification

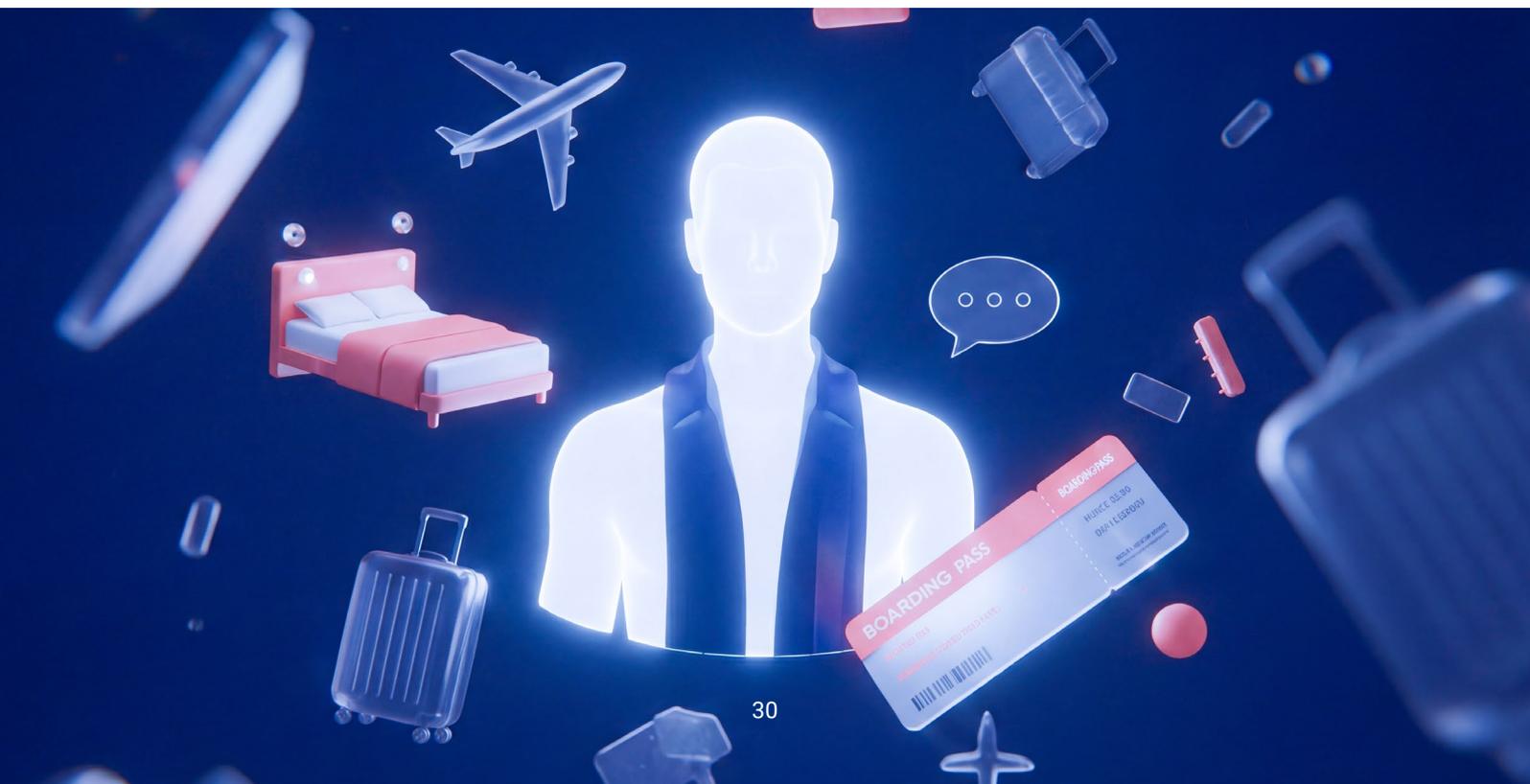
Loyalty thrives on relevance and fun. Comarch makes engagement both:

- AI-powered personalization delivers tailored bundles, bonus points, and promotions tuned to each traveler's journey.
- Reward catalogs go far beyond discounts: think VIP lounge access, upgrades, experiences, or even charitable donations.
- Gamification elements like progress bars, leaderboards, surprise bonuses, and badges transform routine loyalty into playful, sticky engagement.

Real-Time Analytics, ROI & Fraud Detection

A Single Customer View is only as powerful as the insights you can act on and the trust it secures:

- Real-time dashboards track campaign performance, churn risk, CLV, and emotional loyalty drivers.
- Advanced AI/ML models detect fraud before it damages the program—spotting suspicious redemptions, bot accounts, and anomalies.
- Cohort insights and ROI visibility ensure every campaign dollar can be tied back to impact.



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Arriving at Your Destination

Our journey together is reaching its destination. We've navigated the turbulence of data silos and charted a course through the rewarding landscapes of personalization, profitability, and true loyalty. **You now hold the passport to a new way of thinking, powered by a unified view of your customer.**

But what does it feel like for the passengers? Let's check in one last time with Marcus and the Chen family.

Passenger Log: Marcus R., Seat 2A

Before Marcus Reed even knew there was an issue, a notification popped up on his phone. It informed him that his connecting flight was delayed by two hours due to weather, but that the airline had automatically rebooked him on a direct flight leaving 40 minutes earlier from a nearby gate. The message included his new boarding pass and a \$25 meal voucher for the trouble.

He arrived at his destination even before his original arrival time. **What could have been a disaster was turned into a seamless, proactive experience.** For Marcus, that level of service was the reason he would never fly with another airline.

Passenger Log: The Chen Family, Booking Ref #7B4G9K

For the Chen family, the whole trip felt as if the airline and hotel were working together just for them. A week before their departure, an email arrived with a city guide tailored to kids' activities. During online check-in, the system offered a perfectly timed family-sized rental car from a partner, which they booked in just two clicks.

Upon landing, a notification reminded them of their car pickup and even included a discount code for a popular family restaurant near their hotel. **The journey felt less like a series of transactions and more like a single, guided experience.** The proof was in the result: their kids were already asking when they could come back.

Building a Single Customer View is a journey that finally puts your data architects and brand strategists in the same room, speaking the same language. When you take the time to map out those high-value touchpoints, you aren't just cleaning up data. You're building a foundation that actually holds weight. The effort you put into getting the story right today is what allows you to innovate tomorrow.



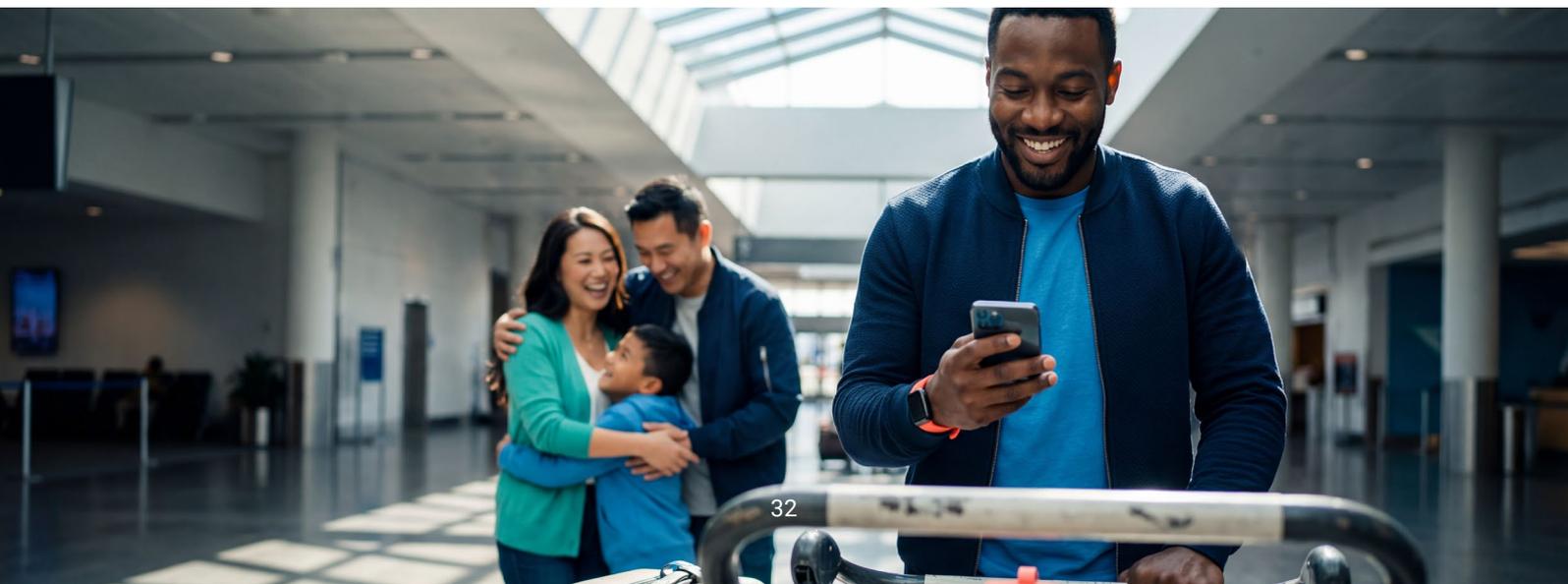
Krystian Otfinowski
Solution Engineer, Loyalty
at Comarch

Your Next Itinerary

Did you know that in 2024, the global volume of data reached [149 zettabytes](#)? Using it to the best of your abilities is an essential foundation for growth in a digital-first world. It is the runway from which every successful customer experience, every profitable ancillary offer, and every long-term loyal relationship will take flight.

Building the Single Customer View is the mission. [The Comarch Loyalty Marketing Platform](#) is the engine that gets you there.

Schedule your personalized [demo](#) to see how you can unify your data and unlock the future of travel loyalty.



SAVE MY SPOT



COMARCH

About Comarch

Comarch is a global software provider that also offers reliable IT infrastructure services. Comarch outsourcing gives customers access to 16 data centers located all around the world. Extensive international experience and the number of international offices allow the company to offer nearshoring services. The flexibility of its solutions has convinced global brands, including Valeo, Heathrow, and BP, to establish long-term cooperation with Comarch. For 30 years, the company has been helping clients to optimize business costs by using the latest technologies and ensuring the highest data security standards.

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