



AIR CHARTER SERVICE (ACS) PROVIDES SERVICE BEYOND EXPECTATIONS THROUGH **TARGETED SEGMENTATION** AND **HYPER-PERSONALISED CONTENT** WITH MAPP

ABOUT AIR CHARTER SERVICE (ACS)

Air Charter Service (ACS) is a global air charter company with 27 offices worldwide. They provide commercial aircraft, cargo, and private jet charter solutions.

The company specialises in tailor-made air charter solutions for any request, ranging from flying Premier League football teams to transporting outsized loads of cargo and organising VIP trips. ACS continues to grow and now generates revenue of more than a billion dollars, arranging over 23,000 full charter flights per year. Their mission is simple: to deliver service beyond expectations.

ACS has small company values for its global-scale business. With ACS' founder being the son of a pilot, the passion for travel runs deep within the company. Exceptional customer service is extremely important to them, with their travel experts delivering a high-end professional service to all their customers.

Since the outbreak of COVID-19, ACS has seen a huge increase in demand for their services. The areas where they saw immediate uplift included repatriation charter flights, cargo shipments delivering contracted Personal Protective Equipment (PPE) for governments, and newsletter subscriptions to receive ACS travel restriction updates.

As a result of this surge in demand, ACS required extra support to create hyper-personalised communications, as well as deliver regular up-to-date travel restrictions and showcase their latest packages and flight availability, while pivoting their digital strategy to a more automated approach.

THE CHALLENGES



ACS has 27 offices, 35 localized websites, over 200 brokers, 8 core divisions (cargo, private jets, etc.), and marketing in 8 languages. With almost half a million potential customer combinations, ACS needed to be able to deliver hyper-personalised communications.



With over 30 years of customer data only being available offline and with multiple different teams managing it, ACS needed to find a way to bring this data into unified customer profiles to use for segmentation and personalisation of content.



ACS needed dynamic emails that could pull in contact information and department-specific content across their 27 offices and in 8 different languages.

THE SOLUTIONS



ACS chose to implement Mapp Cloud to enable them to apply small business communication tactics on a global scale. This allowed them to take years of offline data and feed this into Mapp's CDP to power their personalised marketing tactics.



With the help of Mapp, ACS activated offline data and online data. This was done by combining offline data about preferred products & services of customers and layering this with the online behaviour data collected from Mapp Acquire, creating a unified ACS customer profile in Mapp Cloud. This has given ACS a true understanding of their customers, and most importantly means that they can deliver the right message in real-time.



The ACS team is now able to deliver a more personalised customer experience with the implementation of advanced CMS blocks, increased automation and dynamic email content.



THE RESULTS

With the help of Mapp Cloud and their agency Firefly, ACS now has a unified and cohesive ecosystem for sending hyper-personalised, targeted, and relevant messages to their customers based on unique information from:

35

different websites
across the globe

8

languages

200

brokers

8

unique and separate
departments

ENQUIRY EMAILS: ACS is now able to send online enquiry confirmation emails instantly through Mapp Engage and monitor the results. These emails were previously being sent through the website, but with the help of Mapp, all data is now being fed into the platform in real-time.

NURTURE PROGRAM: ACS is now able to feed these contacts and data straight into their nurture program, ensuring a continuous and trackable customer journey. This change has made everything more controlled and timely.

WELCOME JOURNEY: ACS has implemented a new welcome email design across all of their English-speaking offices, utilizing dynamic content to handle the large number of variants. While this welcome journey is still relatively new, the comparison between the old and updated versions has shown a phenomenal increase in engagement:

OPEN RATE INCREASED BY 23% (34% TO 43%)

CTR INCREASED BY 52% (3.99% TO 6%)

CTO INCREASED BY 22% (11.5% TO 14%)

WHY MAPP?

/// The Customer Support Team at Mapp went above and beyond in order to solve our challenges as a business. With their help, we have been able to do what we once thought was impossible and move 30 years of offline data into online unified customer profiles. With this information more easily accessible, we are now able to fully deliver the hyper-personalised and high-end service that our customers expect and deserve. ///

MILLIE ANDREWS, HEAD OF CRM AT AIR CHARTER SERVICE

