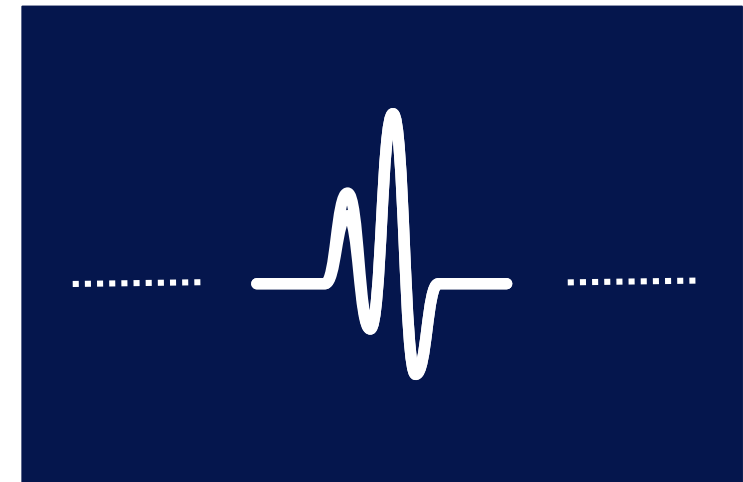


DIGITAL CUSTOMER ENGAGEMENT MIT AI DIGITAL BEIM KUNDEN KURS HALTEN





MARCEL KLING

linkedin.com/in/marcelkling



Senior Director
Data-Driven Customer Journey
(rotating after 5 years)



married, 3 kids



Let's combine digital strategy
with human experience

LUFTHANSA GROUP

WHY WE DO IT

A photograph of an airplane cabin interior, showing rows of blue seats with dark grey headrest covers. The Lufthansa crane logo is visible on the headrest covers. The image is slightly blurred, focusing on the middle rows. The text is overlaid on the right side of the image.

COMMODITIZATION CHALLENGES DIFFERENTIATORS

A man in a dark suit and tie is shown in profile, looking towards the left. He is standing in front of a large, multi-panel airport departure board. The board displays numerous flight details, including flight numbers, destinations, and times. The text is in a bold, sans-serif font, with some entries highlighted in yellow. The man's expression is focused as he scans the information. The background is slightly blurred, emphasizing the man and the board.

**CUSTOMERS DESERVE
RELEVANCE IN THE DAILY FLOOD
OF INFORMATION**

HAUPTMENÜ

Browse

Radio

DEINE MUSIK

Songs

Alben

Künstler

Sender

Lokale Dateien

PLAYLISTS

Dein Mix der Woche v...

Meine Shazam-Titel

Megaliste

Work Music von Niket ...

+ Neue Playlist

Surprise Yoursel
Jack Garratt

ÜBERSICHT

CHARTS

GENRES UND STIMMUNGEN

NEUHEITEN

ENTDECKEN

KONZERTE

UNSERE TOP-EMPFEHLUNGEN FÜR DICH



Dein Mix der Woche

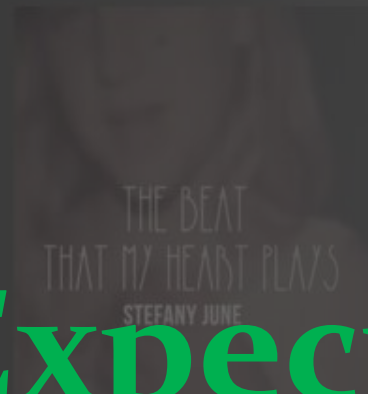
Back Where My World
Began

Glenn Claes



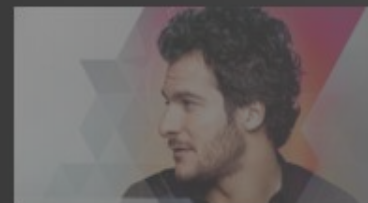
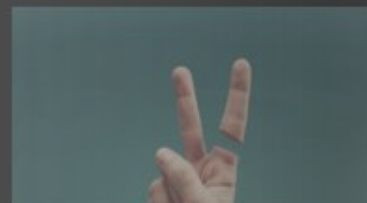
Broken Heartstrings

Brian Mackey

The Beat That My Heart
Plays

Stefany June

NEUHEITEN FÜR DICH

Finde heraus, was
Deine Freunde
hören.

FREUNDE FINDEN

Liquid Expectations force you to anticipate needs



Sean Aquilina


Rising Lights - EP

Graduation



Meddle Stocker

Get Lucky - DJ Mix

A man with dark hair, wearing a brown jacket over a light blue shirt, is standing inside a train car. He is holding a black smartphone to his ear with his right hand and has his left hand near his neck. A black bag is slung across his chest. He is looking towards the camera. The background, seen through the large window of the train, shows a set of railway tracks curving into the distance under a bright sky. The text "THE PLATFORM PLAY: CUSTOMER DATA IS CUSTOMER ACCESS - AND VICE VERSA" is overlaid in the upper right corner in a bold, dark blue font.

**THE PLATFORM PLAY:
CUSTOMER DATA IS
CUSTOMER ACCESS
- AND VICE VERSA**

WHO WE ARE AND WHAT WE DO



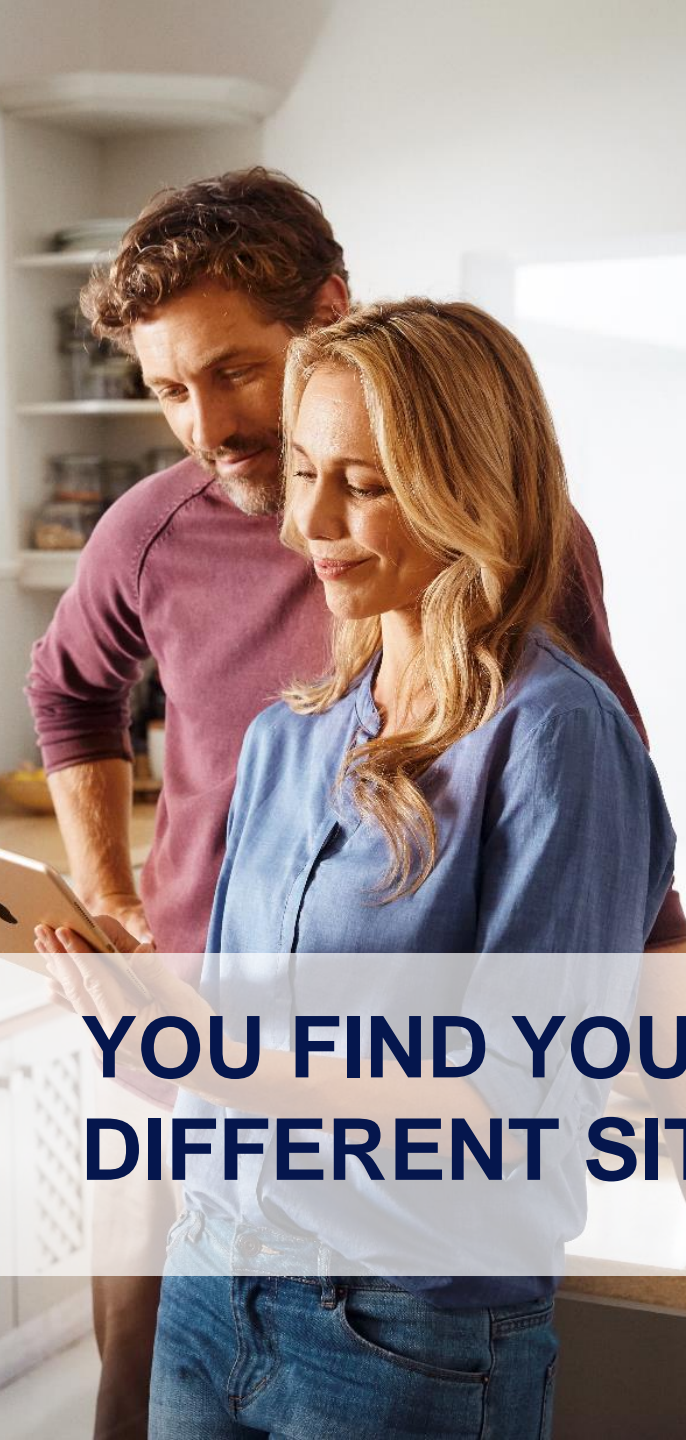
LUFTHANSA RESPONDS WITH A **smile**..



LUFTHANSA GROUP



**WHETHER YOU TRAVEL FOR BUSINESS OR
ADVENTURE: YOUR JOURNEY IS UNIQUE**



**YOU FIND YOURSELF IN SO MANY
DIFFERENT SITUATIONS AND CONTEXTS**



MONDAY
DELAYED
FLIGHT



**SOMEHOW THEY SEEM TO BE
CONNECTED. BUT HOW?**



THURSDAY
SERVICE
APOLOGY



**WE COMBINE
CUSTOMER-CENTRIC THINKING AND
DATA-DRIVEN DECISIONS
TO MAKE YOUR JOURNEY SEAMLESS**



WHAT WE HAVE ACHIEVED SO FAR

THE DATA DRIVEN CUSTOMER JOURNEY



HOW WE ACHIEVE THIS

**Analytics has historically delivered ,Insights‘ – into traditional, old school processes.
For impact, ensure processes are redesigned with data-driven decisions in mind
- not based on the **highest paid person’s opinion.****

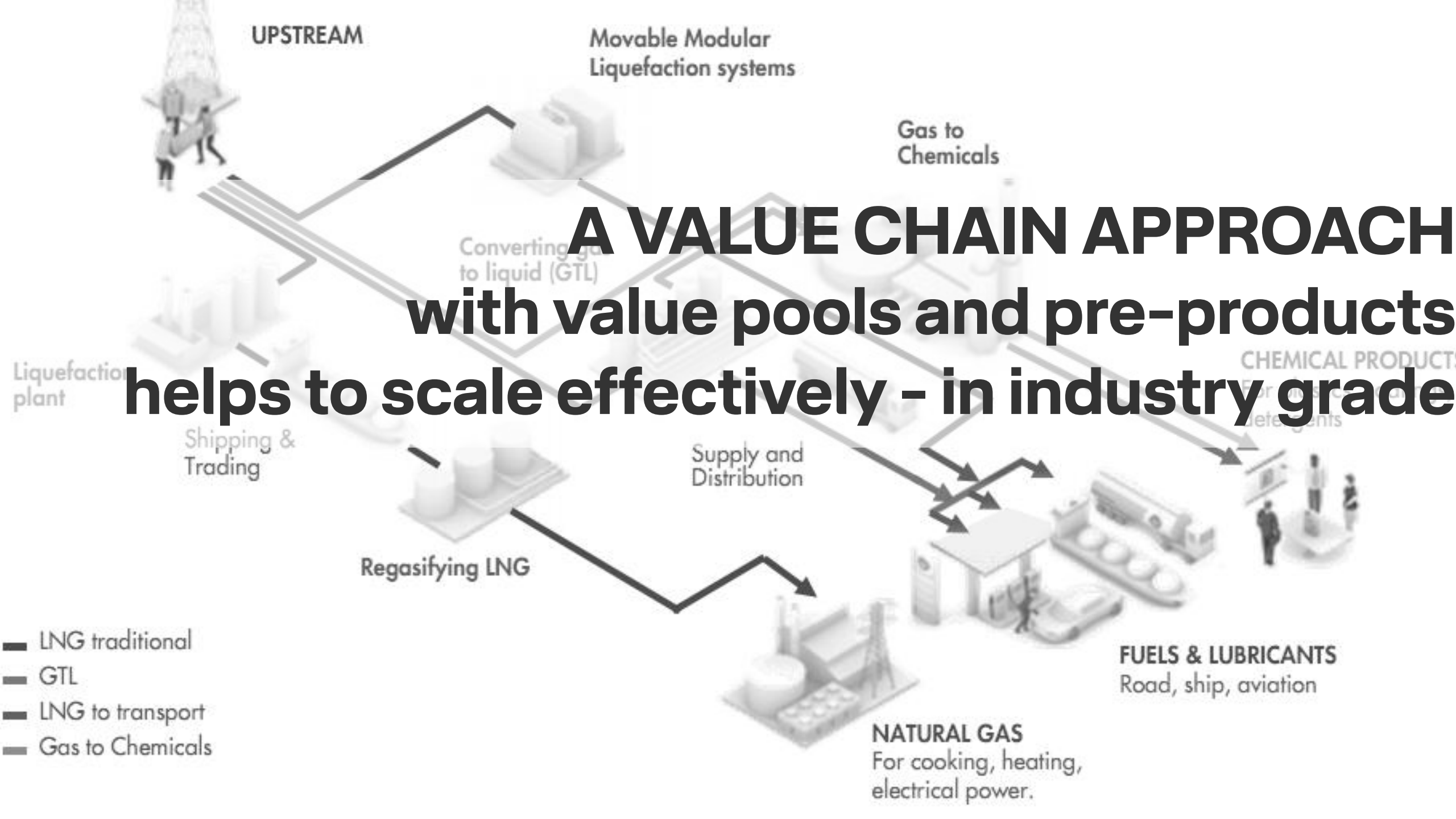
hippo . noun
**hip·po | \ 'hi-(,)pō **



**DATA IS THE NEW OIL.
WOW.**

**BUT WHO HERE USES
CRUDE OIL?**





WHAT WE LEARNED ON CUSTOMER, CONTEXT AND DIGITAL COMPETITION

A photograph of three young children, two boys and one girl, sitting together and looking intently at a tablet computer. The boy on the left is wearing a dark jacket with an orange zipper. The girl in the middle has long blonde hair and is pointing at the screen. The boy on the right is wearing a pink patterned shirt. The background is dark and out of focus, suggesting an indoor setting at night. The text "Like never before technology is meeting fundamental human needs." is overlaid in white, bold, sans-serif font across the center of the image.

**Like never before technology is
meeting fundamental human needs.**



Trust

Human Needs of Digital Users

Fun & Joy

Passion

Autonomy

Meaning

HOW
LONG
CAN
YOU
REALLY
DISTINGUISH?

Personalized

Convenient

Easy

Digital Usage Needs of Humans

Contextual

Curated

SOFTWARE VERSION 10.0

Entertainment, gaming, music,
and convenience features on board
Over the air



DOMINO'S ANYWARE

The possibility to order pizza
from every device and choose your
channel of choice



A photograph of two men in a clothing store. One man, wearing a blue patterned button-down shirt, is standing and being measured by another man in a grey suit. The man in the suit is holding a measuring tape around the waist of the man in the blue shirt. In the background, there is a rack of suits hanging on wooden hangers. The image has a semi-transparent dark overlay with white text.

WE FACE A NEW COMPETITIVE ARENA:
DECOUPLING CONTENT AND MEDIUM
COMPETING FOR ATTENTION AND RELEVANCE
AND ULTIMATELY CUSTOMER ACCESS



B2B?
B2C?
OMG!
we call it:

BUSINESS TO HUMAN



**...AND ONE MORE
FOR THE ROAD**

COMPANIES DESERVE DATA DRIVEN DECISIONS

DATA DESERVES ASSET TREATMENT

CUSTOMERS DESERVE RELEVANCE

DIGITAL DEMANDS FRESH VIEWS ON COMPETING

smile..



**WE ACHIEVED A LOT -
BUT WE ARE NOT DONE YET**

