



نيوم NEOM

# Customer Journey Mapping for a Destination Airport

Curating a holistic journey to embark a seamless reporting experience at NEOM

- The client had access to numerous research studies that had been conducted by the wider organization for different parts of the business, where personas and segments had been developed for different purposes. They needed a single view of the target customer for their business need that would be used as the basis for developing their retail and commercial offer.

## • Solution Offered

- **Developed segments** for the client using existing and newly conducted research.
- The segments contained general information about needs, motivations and expectations as well as **specific expectations related to retail and commercial aspects**
- **Experience drivers relevant to all (or most) segments** were highlighted as the core fundamentals that needed to underpin all strategy
- Finally, **we defined the customer journey for all segments**, with call outs for specific differences of needs and expectations between different segments.

## • Impact & Results

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| <ul style="list-style-type: none"><li>• The segments, experience drivers and key journey points were used throughout the strategy</li><li>• Defined why the solution was needed and how it should be executed.</li><li>• The creation enabled the Resulting strategy a data-led focus</li></ul> | <ul style="list-style-type: none"><li>• Real time customer journey creation</li><li>• Covering all important segments from retail and commercial aspects</li><li>• Data-Driven Insights presented in a holistic manner</li></ul> |
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