

# Luxury travel provider unifies customer data to deliver more connected experiences

## AT A GLANCE

A luxury travel experience provider partnered with TTEC Digital to transform customer data management and customer engagement operations. By implementing an advanced Identity Resolution platform, enhancing Microsoft Dynamics 365 CRM, migrating the contact center to the cloud, and integrating data across multiple customer systems, we helped them establish a single source of truth — resulting in improved data quality, streamlined agent workflows, and a scalable foundation for personalized customer experiences and future AI-driven innovation.

## THE CHALLENGE

A luxury travel provider operates across a complex ecosystem of customer touchpoints and data sources, making it difficult to establish a complete, trusted view of each traveler. Traveler data was trapped across disconnected siloes in CRM, booking systems, web channels, marketing platforms, and third-party data sources. This fragmentation led to duplicate records, incomplete guest profiles, inconsistent identity management, and lost opportunities for service personalization.

To support future growth and elevate customer experience, the organization needed a modern, scalable foundation that could improve data quality, strengthen customer identity resolution, streamline marketing and service operations, and give employees a more accurate, connected view of the customer across the full journey.

## THE SOLUTION

The luxury travel provider partnered with TTEC Digital to execute a comprehensive CX transformation designed to remove technical complexity, consolidate systems and drive revenue growth. Beginning with a CX-led contact center assessment and roadmap, TTEC Digital built and delivered a modern customer data, CRM and contact center foundation.

> The most successful customer experience transformations start with trusted data. Working with this customer, TTEC Digital implemented a unified customer data and identity framework on Microsoft technology that improves data quality, strengthens customer insight, and lays the groundwork for advanced analytics and AI-driven engagement."

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**Key elements of the solution included:**



### An identity resolution platform:

Designed and implemented an advanced identity resolution solution leveraging Azure Databricks to create a unified customer profile across booking, CRM, web, and marketing systems. The platform established a single master customer identifier, applied machine learning and matching algorithms to resolve identities, and enabled near real-time customer identification and profile unification.



### Customer data quality & governance:

Developed data ingestion, cleansing, validation, deduplication, suppression, and monitoring processes to improve data accuracy. The solution also involved integrating third-party enrichment and data quality services alongside automated data quality checks.



### CRM modernization:

Refreshed and enhanced the organization's Microsoft Dynamics 365 CRM environment with new deep search capabilities and pinned sidebar features. This ensures the master customer identifier is consistently leveraged across service, sales, reporting, voucher, and marketing workflows.



### Cloud contact center integration:

Migrated contact center infrastructure from on-premises to Genesys Cloud. Using TTEC Digital's proprietary InteractionSync IP, the new Genesys Cloud instance was then integrated with Microsoft Dynamics 365 to deliver a single pane of glass and real-time screen pops for more than a thousand agents.



### Integrations for key customer data:

Built and enhanced APIs, service bus integrations, data pipelines, synchronization processes, and supporting infrastructure to enable real-time exchange of customer data across all systems.



### Manages services & continuous optimization:

Following deployment, TTEC Digital provided post-hypercare support, operational oversight, issue resolution, and knowledge transfer to help ensure a successful transition. The team also delivered ongoing platform optimization across identity resolution processes, data pipelines, APIs, CRM integrations, monitoring dashboards, and customer data assets, supporting long-term innovation and business success.

## THE RESULTS

By unifying customer identity, modernizing CRM, and strengthening contact center and data integrations, the luxury travel provider achieved powerful operational and commercial outcomes.

- Delivered a single, unified customer view across booking and service channels and systems.
- Improved customer data quality and confidence in business-critical information.
- Reduced duplicate records through automated, machine-learning identity resolution.
- Unlocked personalized customer engagement and marketing segmentation opportunities.
- Increased agent productivity through improved CRM search and automated screen pop workflows.

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