

From Fragmented to Real-Time:

The Volaris Transformation

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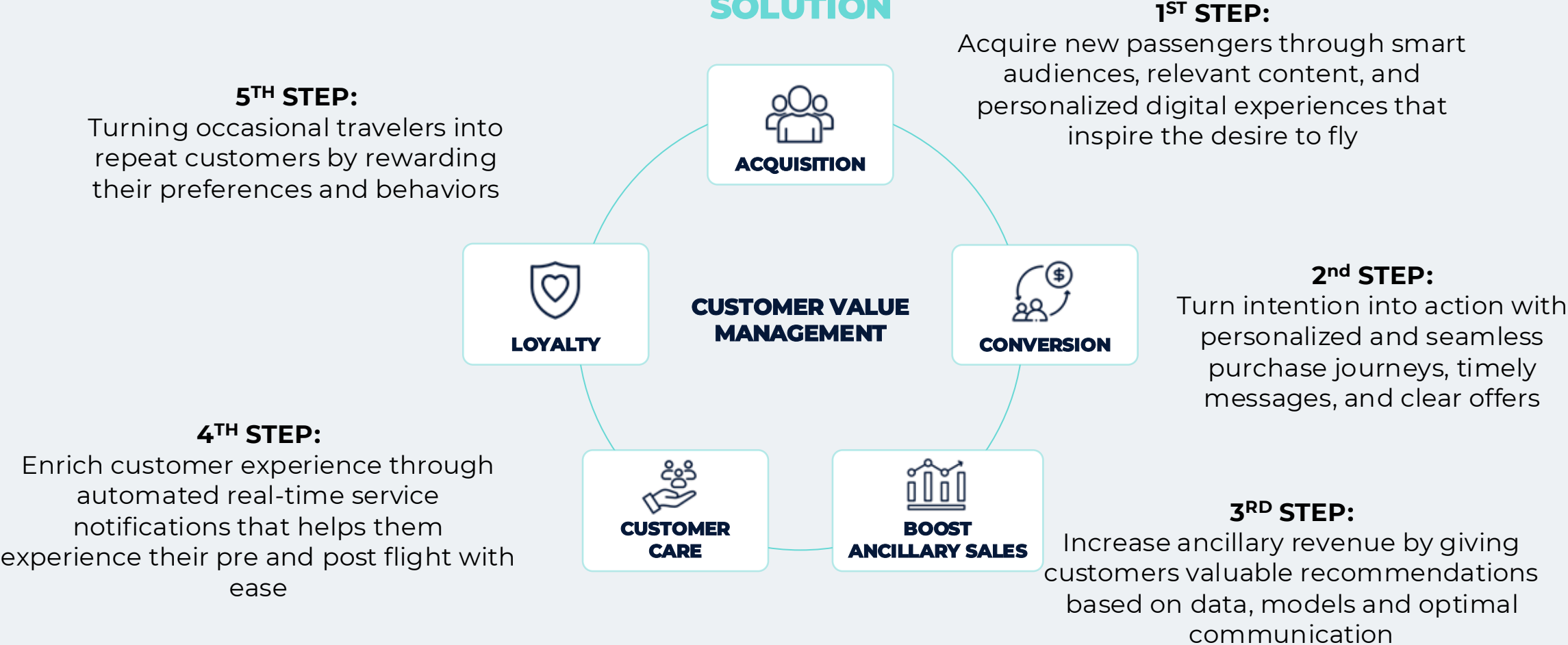
Transforming the customer experience with real-time data orchestration



Customer value optimized through timely data-driven journeys



CUSTOMER CENTRIC SOLUTION



Transforming Data:

From Isolation to Actionability

HOW WE LOOKED FOUR YEARS AGO

- Some digital data on user behavior
- Missing unified customer view
- Unconnected marketing channels
- Large non-personalized marketing efforts
- Manual reports consuming many hours
- Unable to cover real-time demands

WHAT WE NEEDED

- Structured customer, sales and behavioral data
- Unify customer data to understand Volaris customers
- Connect marketing, sales and service teams with a single data set
- Personalize customer experience across the journey
- Speed time-to-value of customer analytics
- Acting with real-time data

HOW VOLARIS GOT TO A CDP



Question was *When* and *Which* CDP should be integrated to make customer data actionable

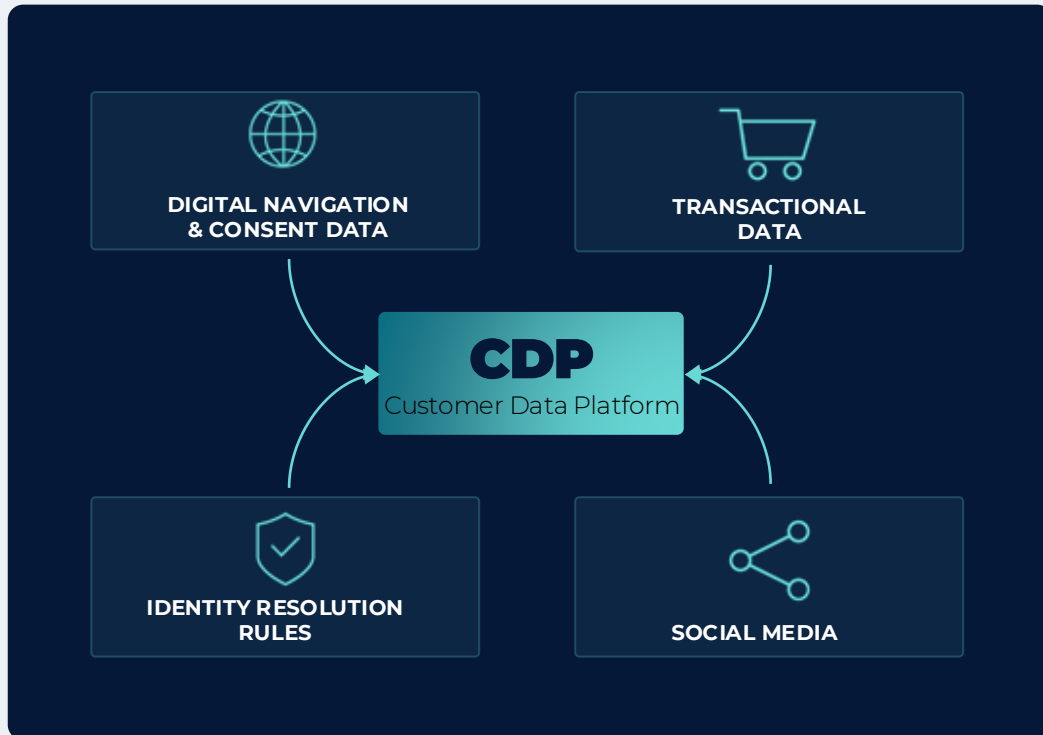
OUR APPROACH: A MARKETING AND ANALYTICS-LED PROJECT

- 1** CDP unifies governed data into real-time customer profiles to enable personalization
- 2** Volaris needed an agnostic platform that provided data unification, identity resolution and real-time integrations
- 3** Implemented before CRM to build a strong data foundation for future customer strategy



Our current CDP content focuses on understanding the customer

and increasing their value through a personalized and well-managed customer relationship

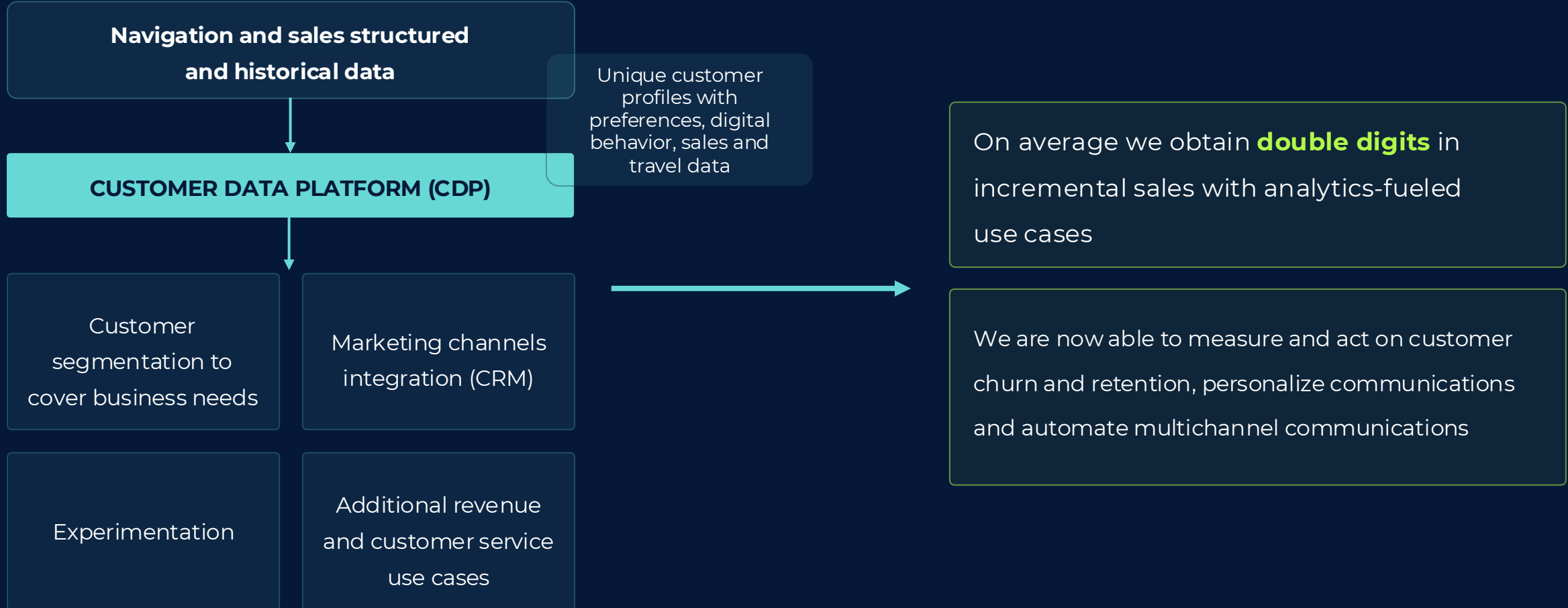


POTENTIAL AREAS OF ACTION

- Retargeting
- Attribution analysis
- Marketing spend optimization
- Recommendations
- Scoring model
- Cross-sell and upsell
- Personalized engagement strategies
- Customer acquisition
- Personalized customer service
- Marketing campaigns automation

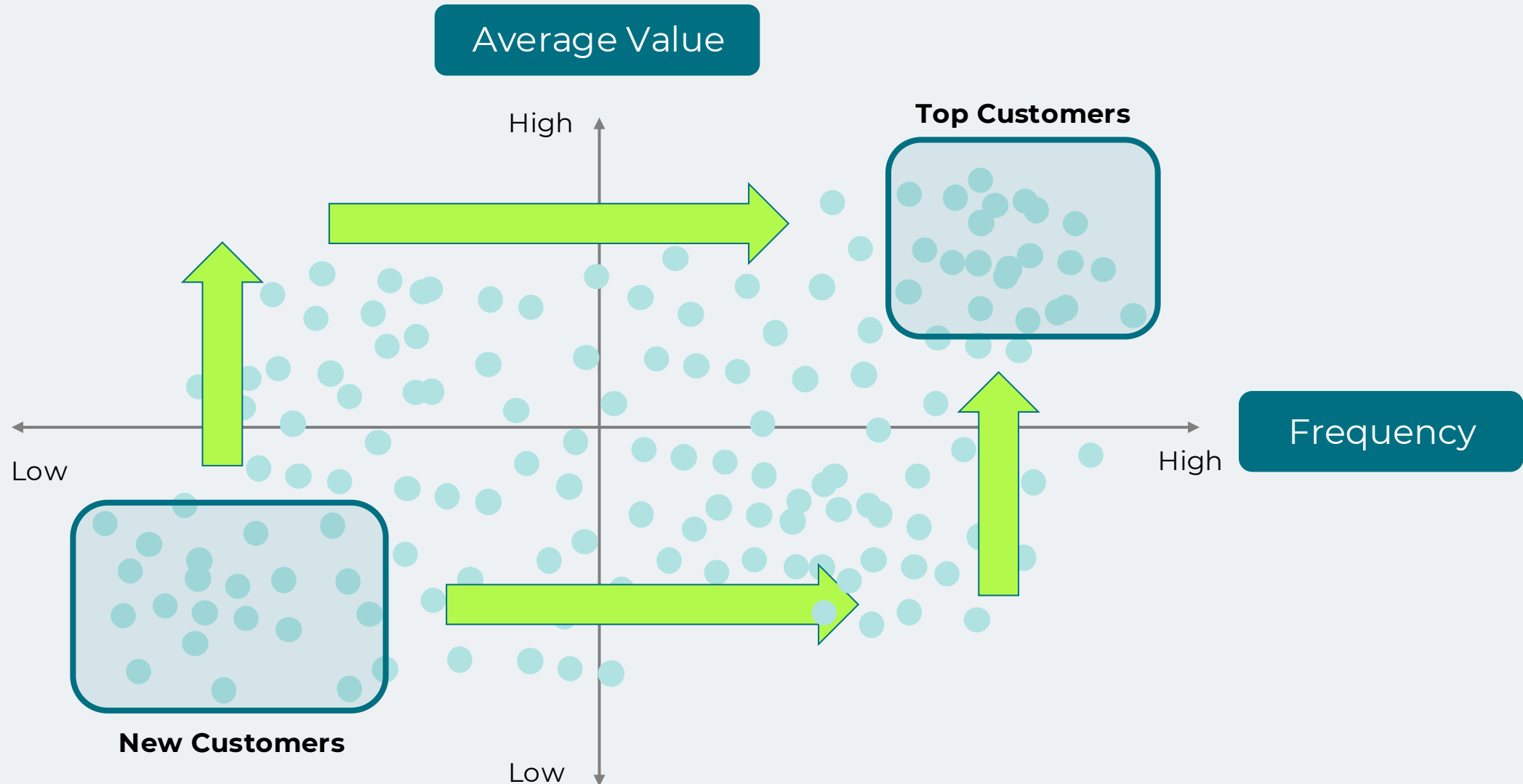
We are now able to communicate as we never could in the past

through a customer-centric and well-structured data strategy



Leveraging on data to personalize marketing,

optimize customer value strategies, understand customer journeys, and target high-value segments



Developing not only a data team, but data-driven culture

CORE TEAM

- | Data Engineering
- | Advanced Analytics
- | Experimentation & Business Analytics

KEY COLLABORATIONS

- | Marketing & Digital
- | Customer Care
- | Decision makers

| *Data will help you take the optimal path; just be sure you know where you want to go*

Looking Ahead:

Prepare to include AI in business decisions and interactions

NEXT STEPS

- 1 First steps into AI models and GenAI solutions
- 2 Build an Adaptive Data and AI Foundation
- 3 Use Predictive and Generative AI for Improving customer experience
- 4 Empower Decision-Making Across the Organization

Data will help you take the optimal path; just be sure you know where you want to go

Takeaway: Prioritizing customer experience isn't a soft investment — it's a strategic advantage

— KEY LESSONS

- Create a unified and scalable data ecosystem
- Align strategy around the customer journey
- Foster an empowering data-driven culture
- Measure what truly matters

— WHAT'S POSSIBLE

- Every interaction becomes intelligent — every decision intentional
- Predicting needs before they arise
- Personalizing journeys in real time
- Creating loyalty born from genuine understanding

Data provides the clarity to understand customer behavior, strategy defines the vision to act on it, and people bring the creativity and empathy to make it meaningful

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