

Brussels Airlines Customer Experience Optimization AMMA Case 2023

Brussels, 09th may 2023
François Delmeire
Florian Linclau

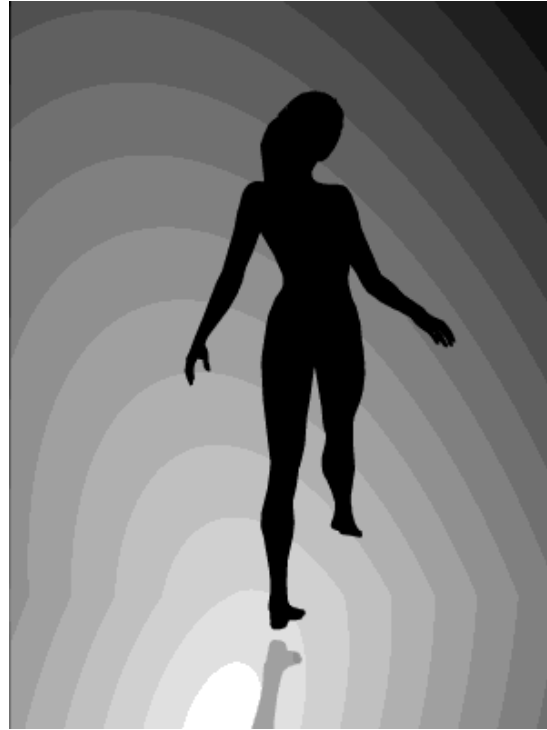
MINDSHARE
group *m*

The challenge

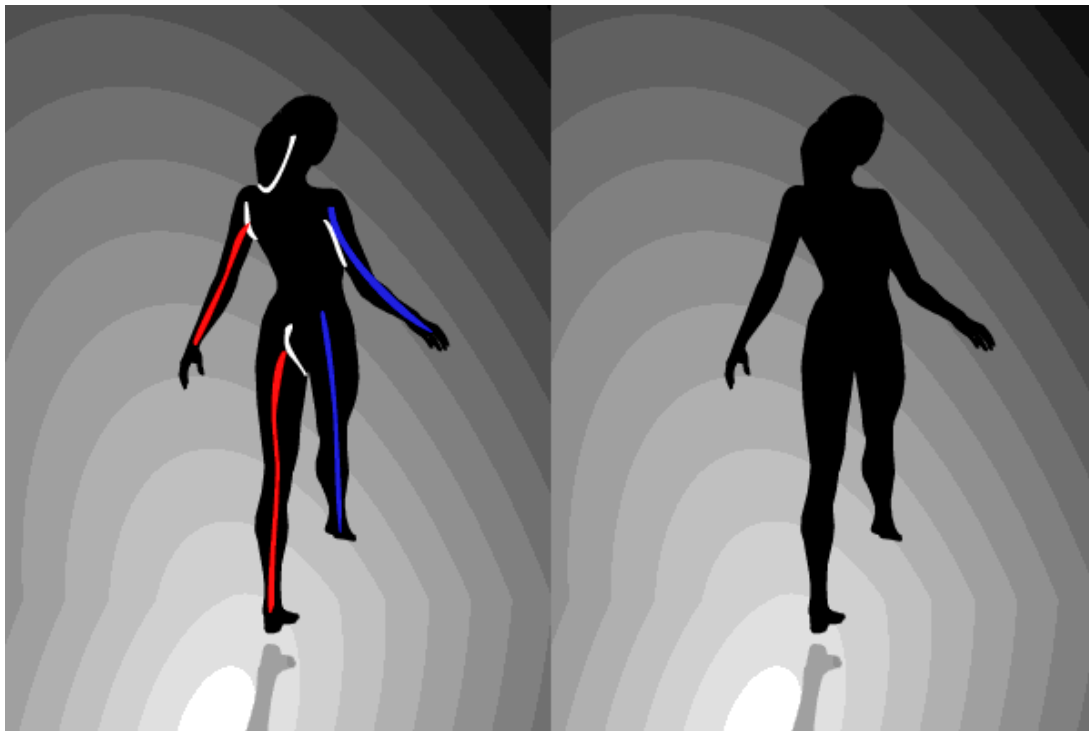


What if we could understand the reason WHY people choose another company than Brussels Airlines in order to adapt our campaigns and reduce the potential barriers?

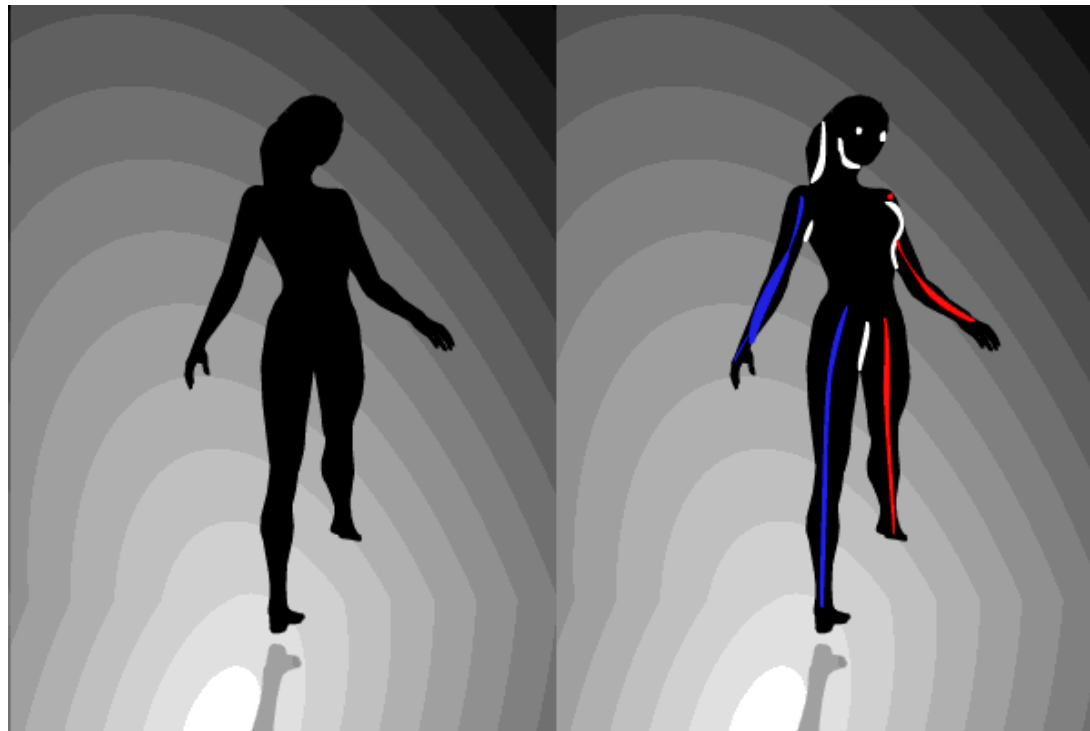
The spinning dancer experiment



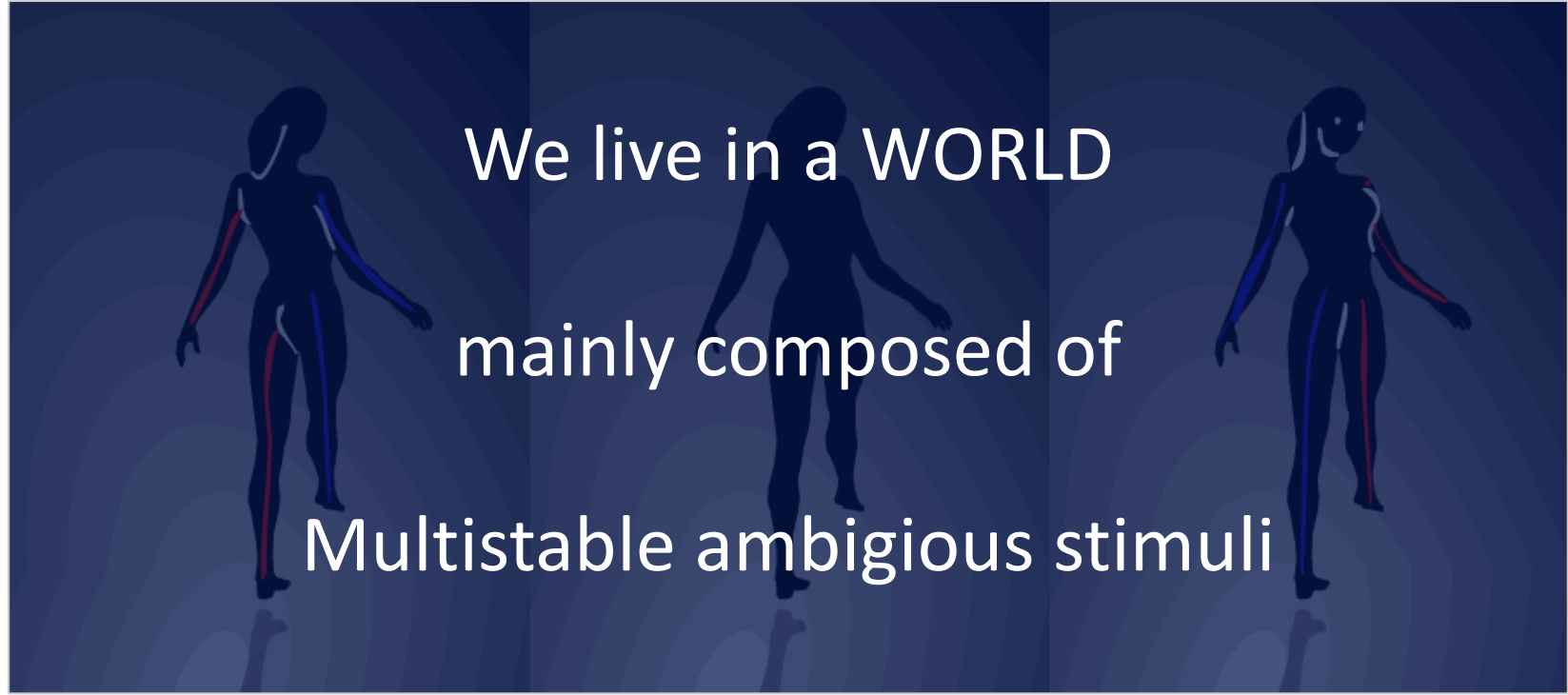
Clockwise direction



Counterclockwise direction



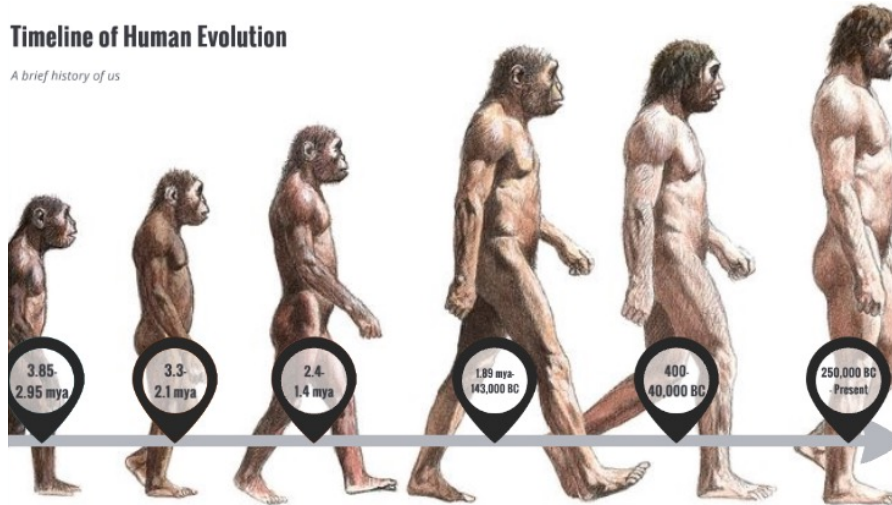
This is a bistable ambiguous stimuli



Humanity has evolved, but our brain is still reasoning like our ancestors

Timeline of Human Evolution

A brief history of us



- ✓ Human beings think and reflect irrationally.
- ✓ We all see the world differently, depending on our map of the world.

To create a behaviour we have to reduce frictions

Friction 1

Economy Light



1 bagage à main
de 8 kg maximum / 18 lbs

Loss Aversion
the power of Free

197,35 EUR

Friction 2

**BRUSSELS AIRLINES IMPROVES ITS
FINANCIAL RESULTS IN 2021**

COVID-19 p

BIT

Passeng

Bandwagon effect

million.

Growth in 2022 in terms of network, fleet and people

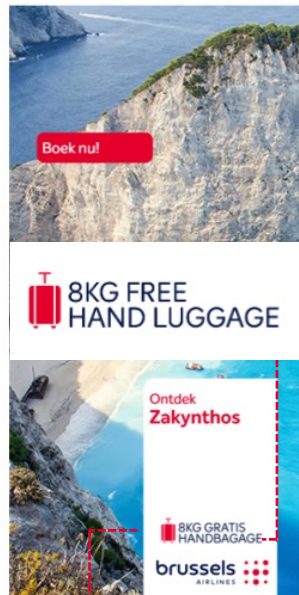
We integrated this 2 nudges in an A/B test to evaluate their efficiency

A



Classic message

B



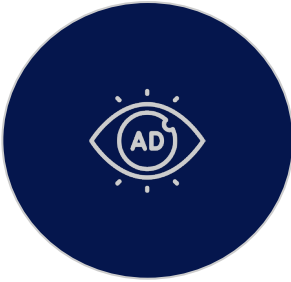
Loss aversion

C

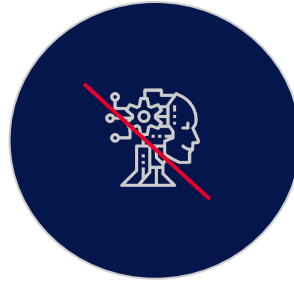


Bandwagon effect

To measure the nudges impact, we ran an A/B test with a strong protocol



Sufficient impressions
volume for an **eligible**
test

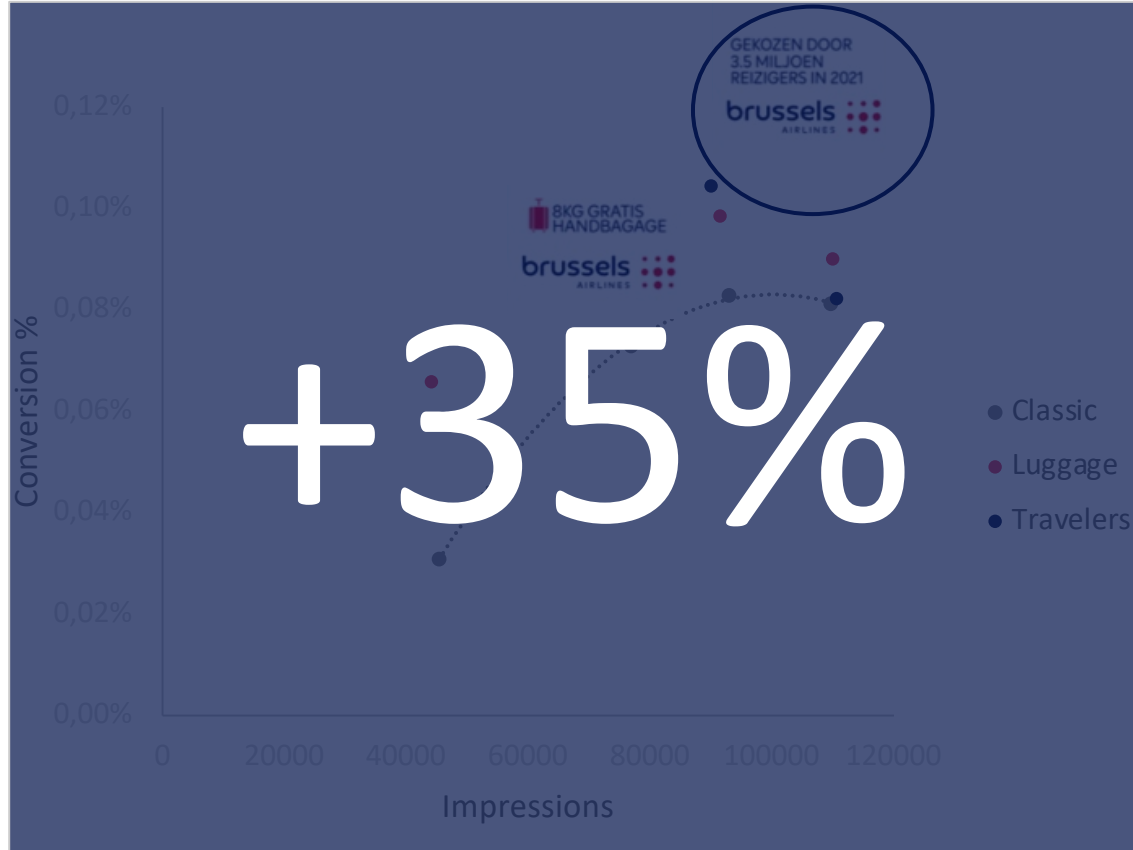
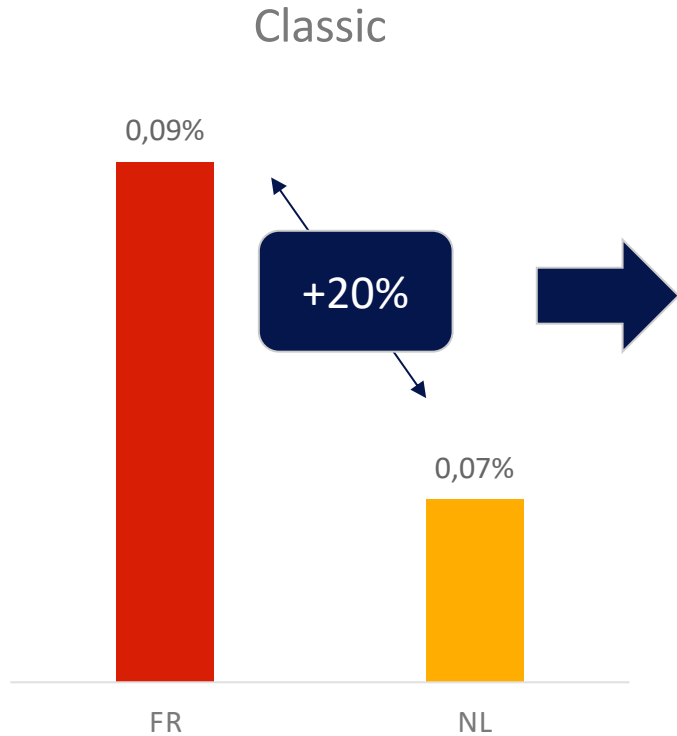


No algorithm or A.I that
optimizes the campaign



One audience, one
creative

Impressive results validating our hypothesis



Why us ?

By using a behavioural science approach we succeed to impact positively the communication of Brussels Airlines offering, increasing their conversions.

