



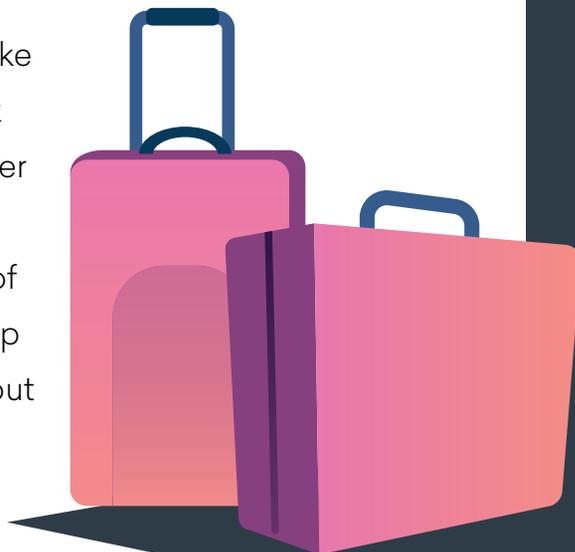
What Brilliant Customer Engagement Looks Like for Travelers

braze × ▲ Radar

INTRODUCTION

Consumer expectations are on the rise when it comes to convenient, personalized digital experiences, with 90% of consumers expressing frustration when they receive irrelevant messages. That means it's becoming more important for travel and hospitality brands to embrace innovation to effectively meet those needs and drive stronger customer loyalty and revenue in the days ahead.

Not sure how to get started? Radar and Braze are here to help. The integration between the Braze customer engagement platform and the Radar geofencing platform is built to empower brands to exceed customer expectations, boost your team's organizational efficiency, and support increased customer loyalty and trust. To showcase what that can look like in practice, we're going to walk you through a fictional customer journey demonstrating all the ways you can take advantage of the Radar and Braze partnership to delight travelers and stand out from the competition.



About ▲ Radar

Radar's leading geofencing platform helps product and growth teams build timely and relevant location-based experiences that drive revenue and customer loyalty. Location is the essential foundational layer for timely and relevant experiences. Radar enables brands to send smarter messages at the right place and time.

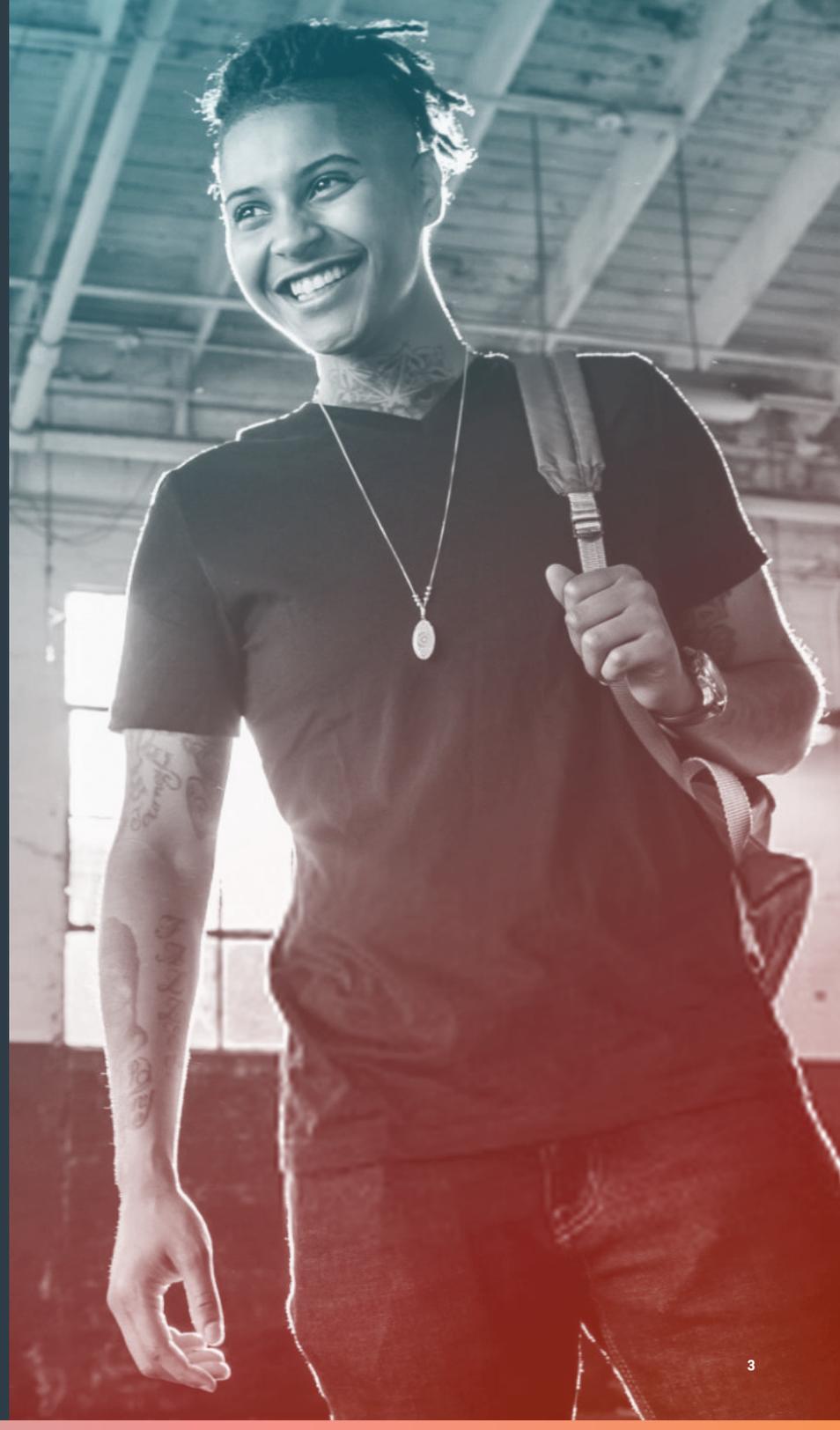
About *braze*

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Context underpins every Braze interaction, helping brands foster human connection with consumers.

Meet Taylor

In this guide, we'll be following Taylor as they travel to Las Vegas to attend a trade conference and then enjoy a few days of fun and relaxation along the Strip. It's been far too long since they last traveled and all the time at home has made them a bit out of practice and more reliant on their smartphone. Taylor uses their phone to pick up orders curbside from their favorite restaurant, book hair appointments, and even receive reminders where they can use their favorite payment apps in-store. **Why should travel be any different?**

As Taylor makes their way from home to airport to hotel, this guide will be highlighting all the places where travel and hospitality brands can be leveraging Braze and Radar together to deliver an exceptional customer experience for Taylor. These experiences will help Taylor get back into the swing of traveling and leave them wondering how they ever managed to travel without them.



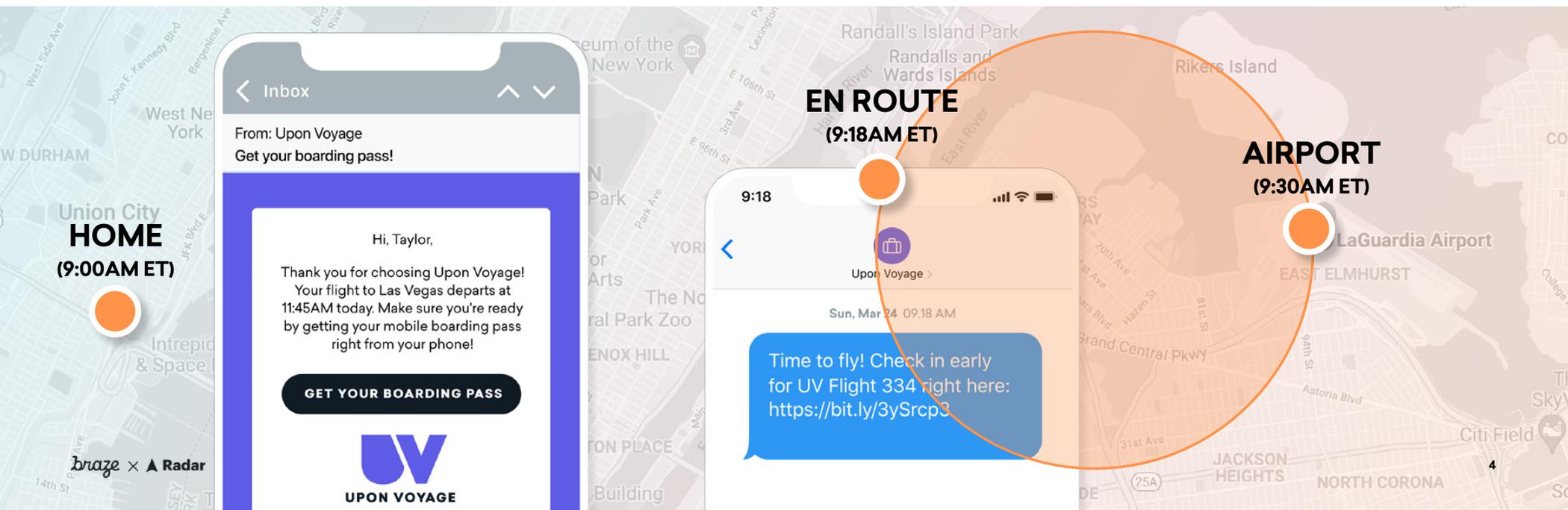
On the Way to the Airport

Taylor booked a taxi with a ride-hailing app and is en route to the airport. This is Taylor's first time flying Upon Voyage, so the airline has an opportunity to leverage Braze and Radar's technology to prevent Taylor from encountering airport congestion and mitigate the chances of a bad first impression.

Using Radar and Braze, the airline can determine Taylor is on their way and send an email reminding Taylor to check-in to access their mobile boarding pass ahead of their flight.

The airline can also greet Taylor at the exact moment they arrive and provide specific instructions for their flight.

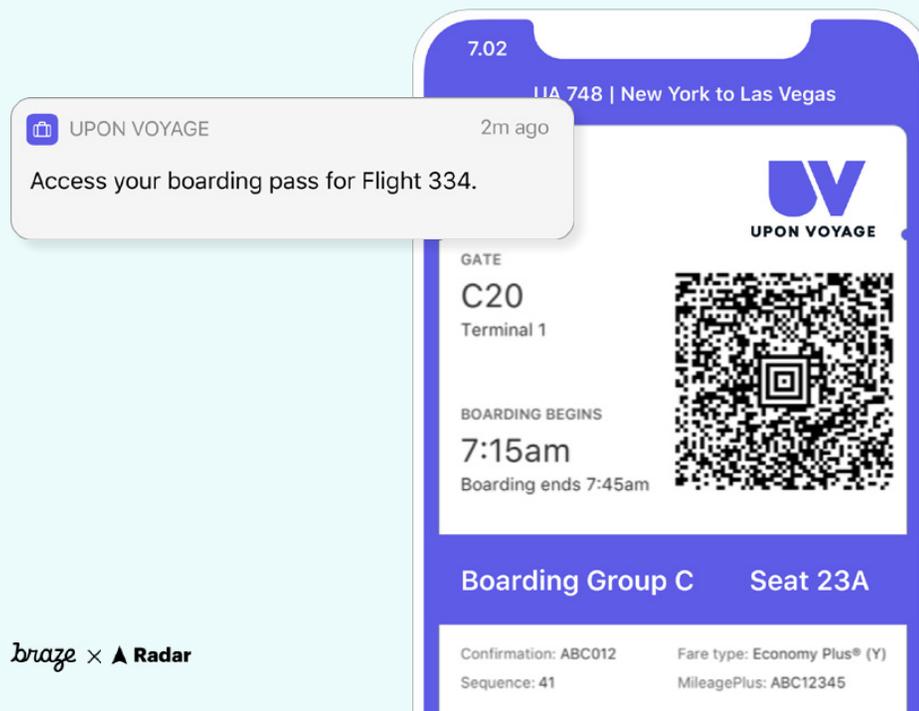
Imagine for a moment that Taylor doesn't happen to check their email. No sweat! Radar can detect that Taylor is approaching the airport; once that happens, this location event can be automatically piped into Braze to trigger a followup SMS, ensuring that Taylor is up to speed on current airport protocols and checks in before they arrive, saving them from long lines and potential frustration.



At the Airport

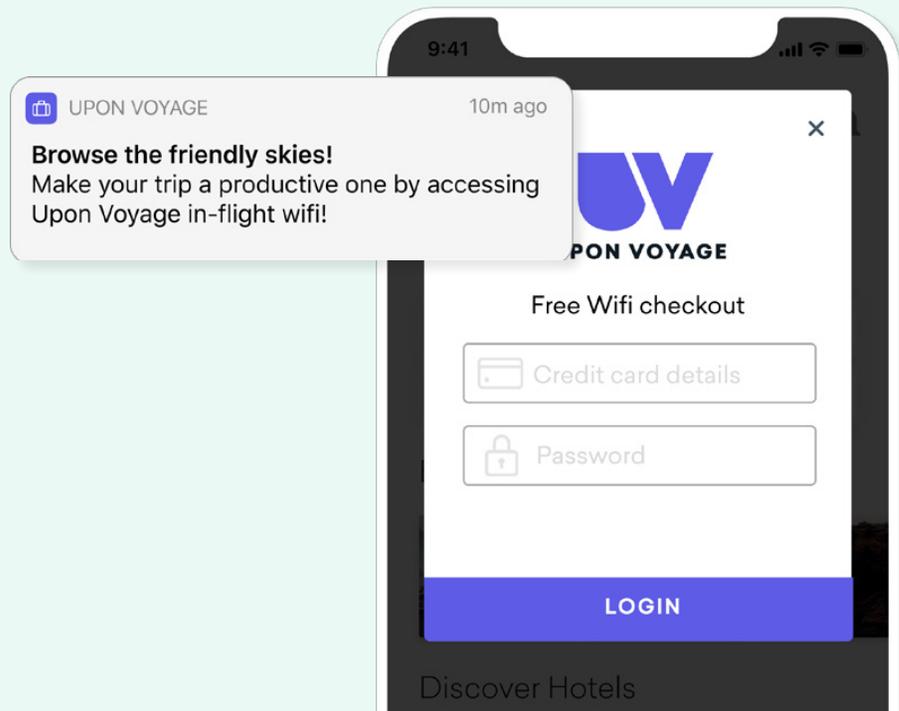
Arriving at the Airport

Once Taylor enters the airport, Radar can detect their location in the terminal and trigger a Braze-powered push notification [deep linking](#) them to their pre-loaded boarding pass within the app. Radar can also be used to ensure that the boarding pass is at the forefront of the airline's app UI when Taylor gets close to their gate for boarding. This simplifies the process and eliminates unnecessary person-to-person interactions for added safety and efficiency.



Waiting to Board

Before Taylor boards their flight to Vegas, the airline can add value and boost ancillary revenue, something key for air travel brands, which are increasingly relying on ancillary revenue sources due to lower than normal travel rates. With Radar, the airline can detect that Taylor is waiting at their gate ahead of boarding and trigger a push notification via Braze for, say, ordering in-air purchases ahead of time such as in-flight wifi or a meal.

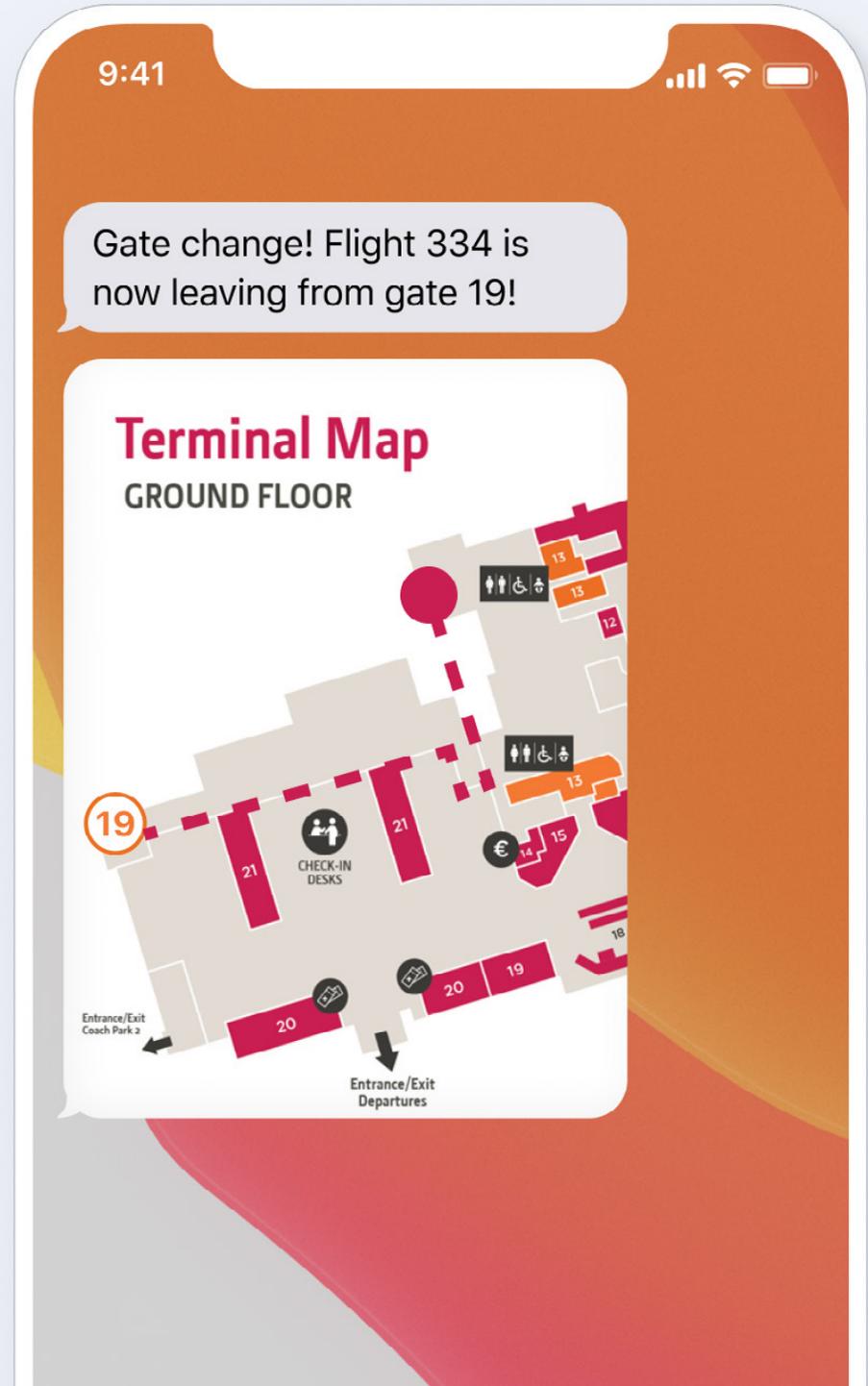


A Gate Change

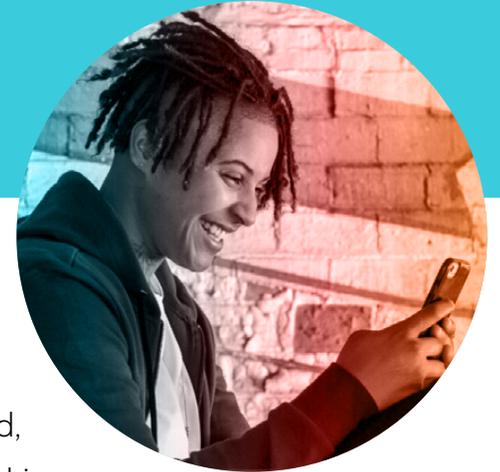
As Taylor waits for their flight, an unexpected gate change could complicate their plans. But with Braze and Radar, the airline is well-positioned to handle gate changes and other [irregular operations](#) (IROPs) and provide direction to customers like Taylor in real time. By alerting Taylor via a Braze SMS and then using Radar to route them to the new gate in a follow-up message, the airline can help Taylor stay informed and avoid a potential missed flight.

64%

[Of travelers](#) view real-time flight alerts as the most important travel app feature

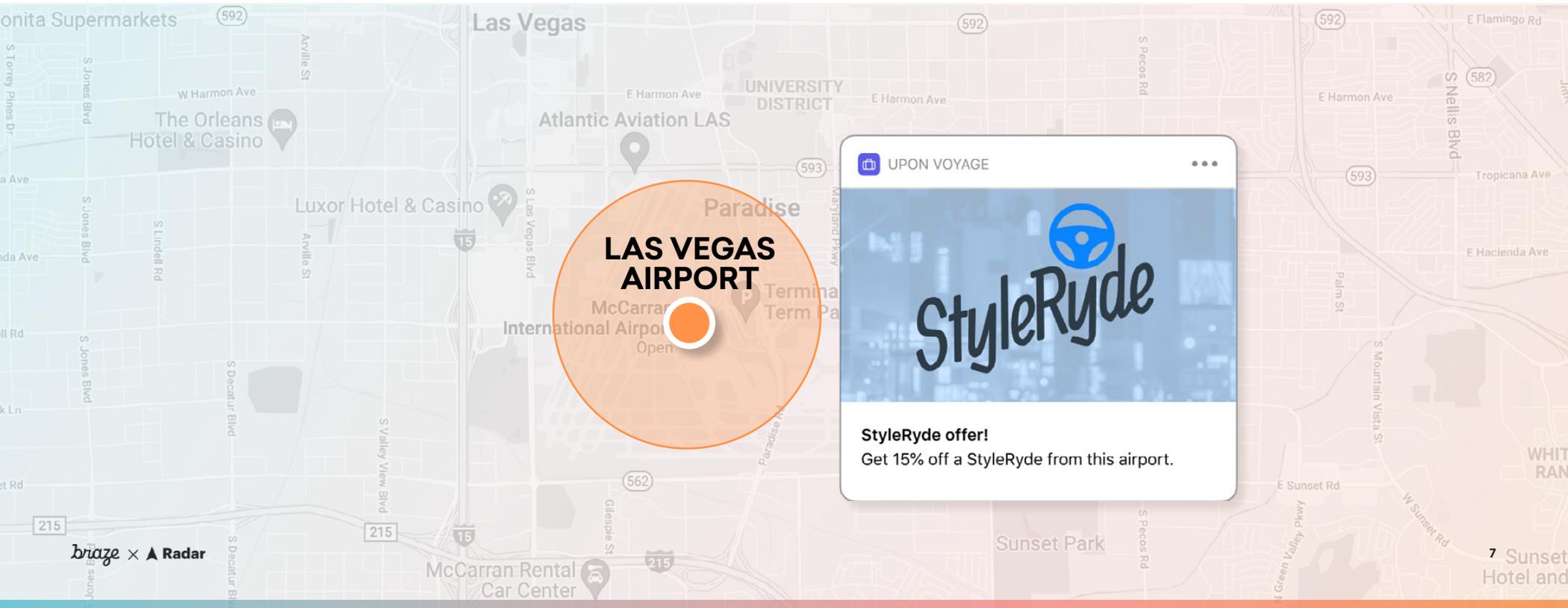


After the Plane Lands



For booking apps, engaging with users on their journey translates into a superior customer experience and a potential boost for trip promotions. By detecting via Radar that Taylor has arrived at their destination airport, a booking app could add value by sending a targeted push notification via Braze to arrange transportation through the app. If needed, follow-up emails or in-app messages can be sent to recommend activities

or deals throughout the rest of Taylor's trip. Taylor has a meeting as soon as they land, so the convenience of a booking platform prompting a ride offer at the exact moment of their arrival helps keep Taylor's focus on preparing for their own customers.



On the Way to the Hotel

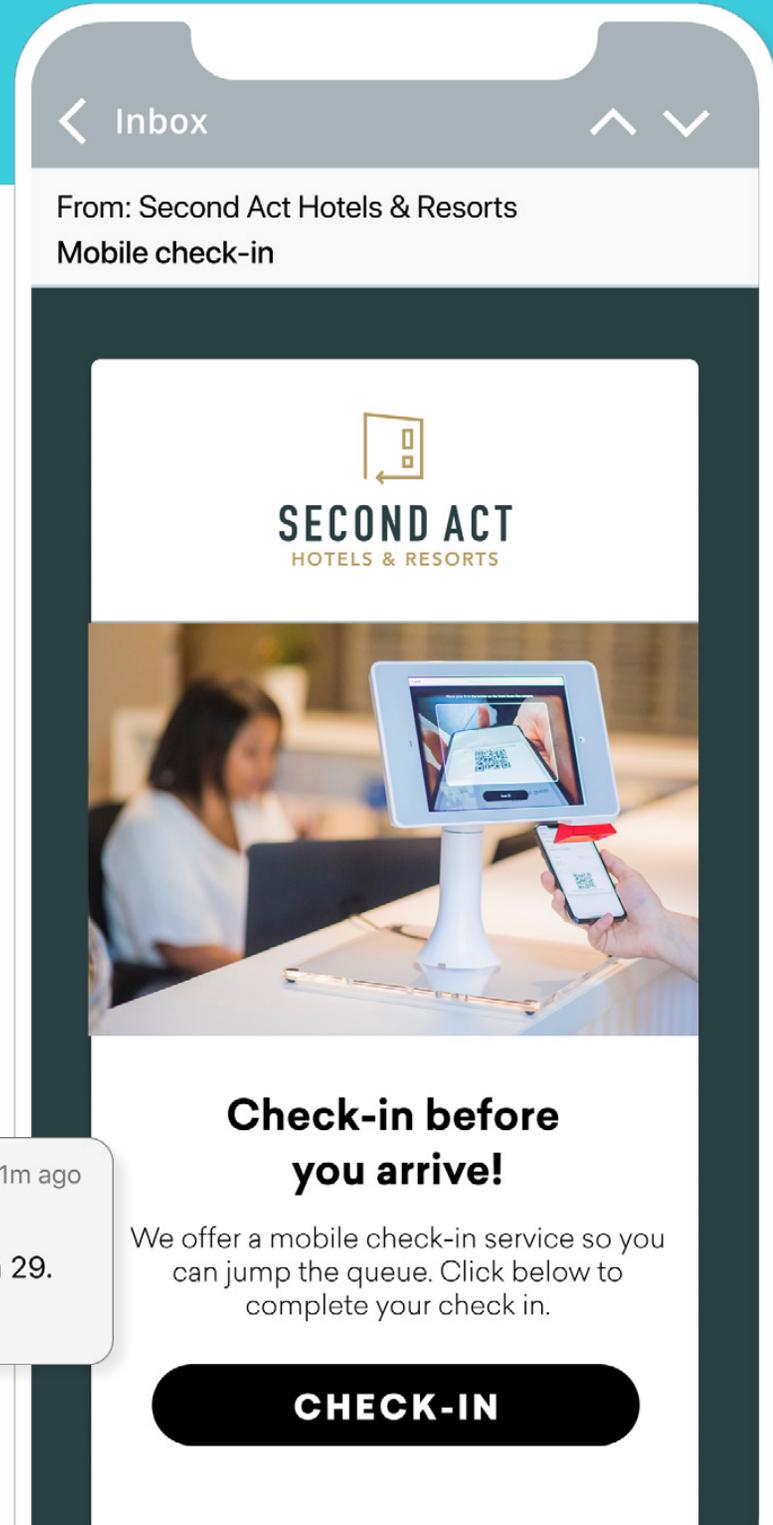
After the meeting, Taylor will head to their hotel to get some rest before a client dinner that evening. Slow hotel check-ins can leave customers feeling frustrated and undervalued. To provide a better experience, this hotel brand can send Taylor a notification using Braze that includes a link for mobile check-in. Once Taylor completes their check-in, Radar's [trip tracking technology](#) can follow their trip to the hotel, providing the hotel staff with a live ETA for Taylor's arrival and making it easy to prepare the room or any required documents in order to prevent Taylor from waiting. Meanwhile, Braze can trigger follow-up notifications letting Taylor know they're successfully checked in and their room is ready when they arrive.



SECOND ACT HOTELS & RESORTS

1m ago

Your room is ready!
Just walk right in and follow signs to Room 29.
Enjoy your stay, Taylor!



Arriving at the Hotel

Radar's arrival detection can determine that Taylor has arrived and this, in turn, can be used by Braze to trigger a welcome push notification reminding Taylor not to wait in the check-in line. Radar's trip tracking technology can also be used to notify hotel staffers about Taylor's arrival, making it possible for the hotel to greet Taylor with a beverage or another personal touch, building a strong first impression and brand loyalty.

Even more exciting? Mobile technology can actually be used [in the place of a physical key](#). The hotel could send a push via Braze communicating the mobile key feature and deep linking to the mobile key screen within the app. Meanwhile, Radar can surface the room key front and center in the app any time Taylor opens their app while approaching their room. Taylor won't have to worry about searching through their phone because Radar knows the exact moment when Taylor will want to use it.

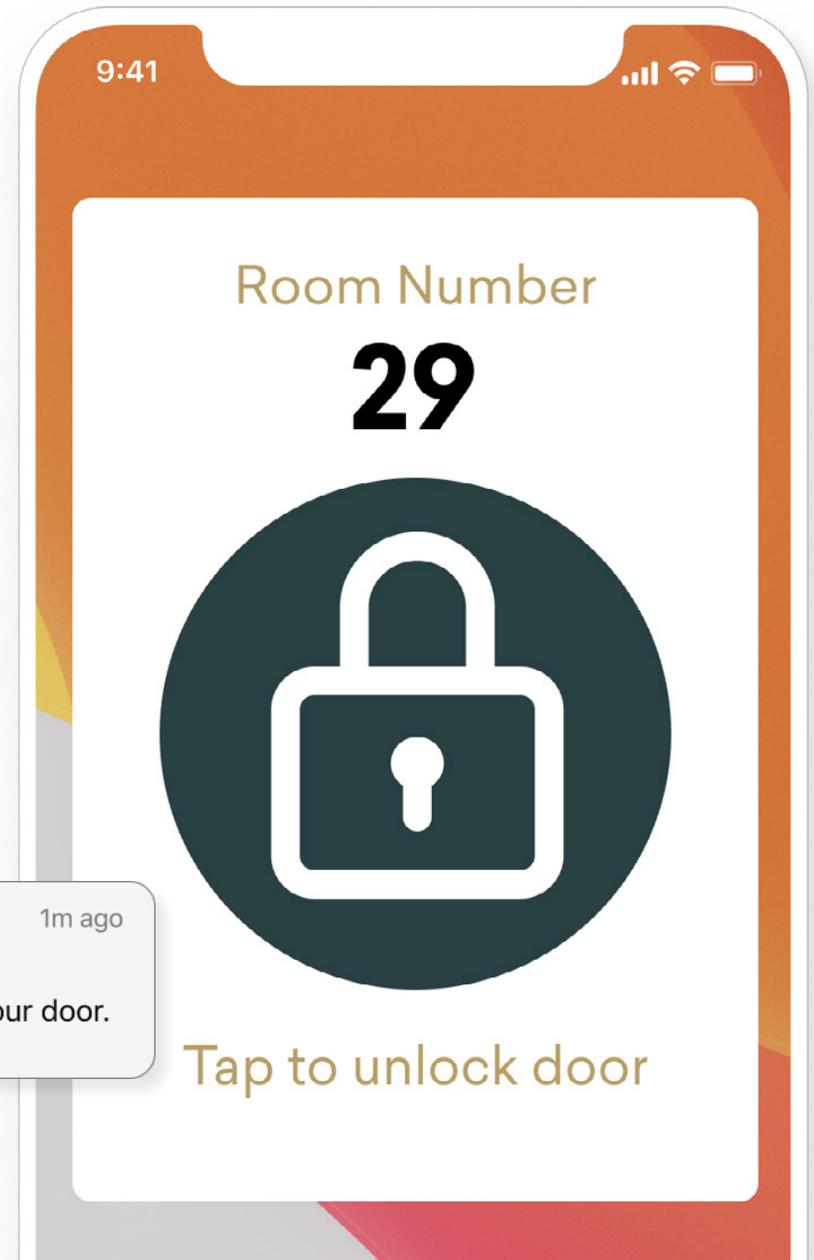


SECOND ACT HOTELS & RESORTS

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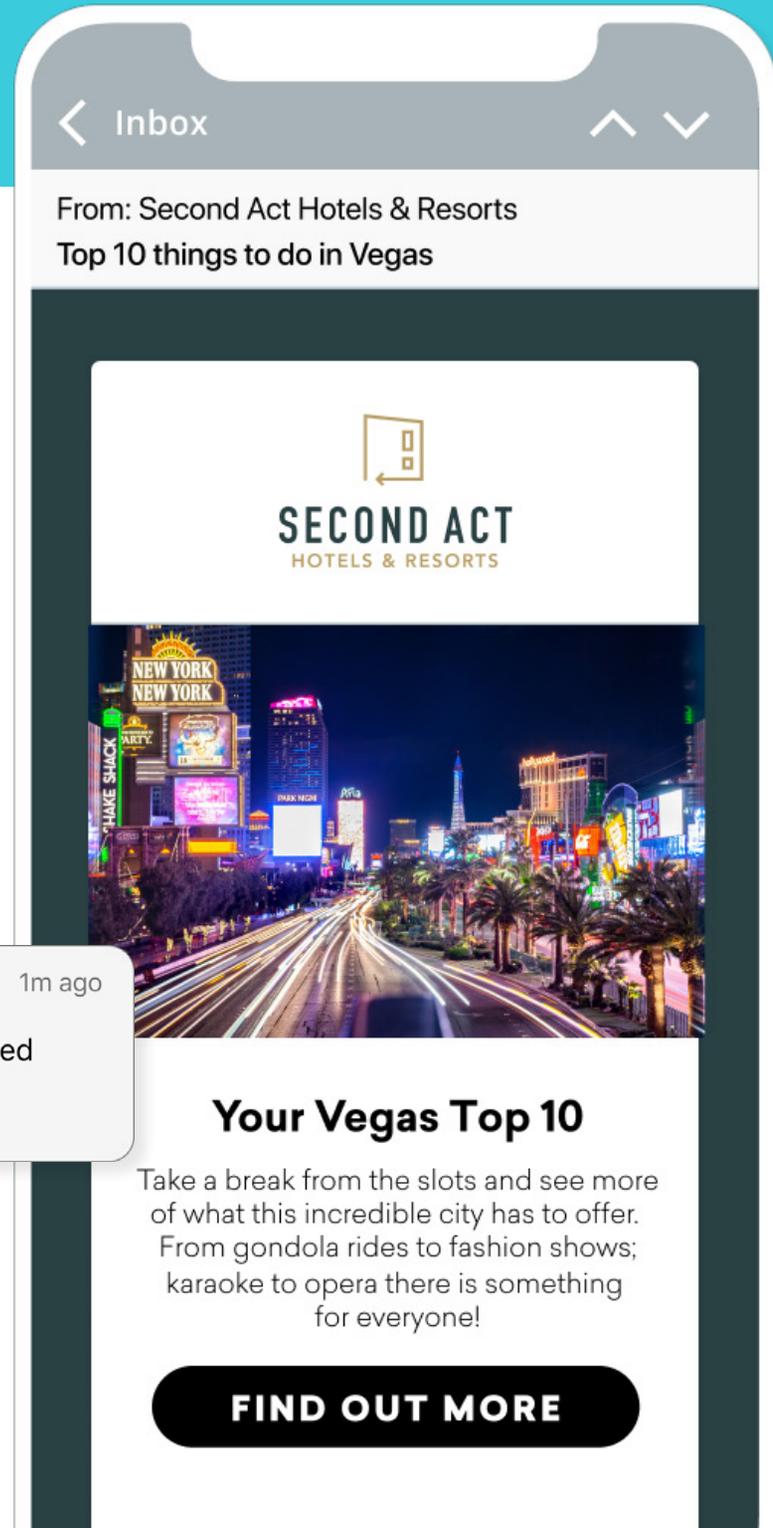
Mobile key activated!

Simply tap your mobile key to unlock your door.

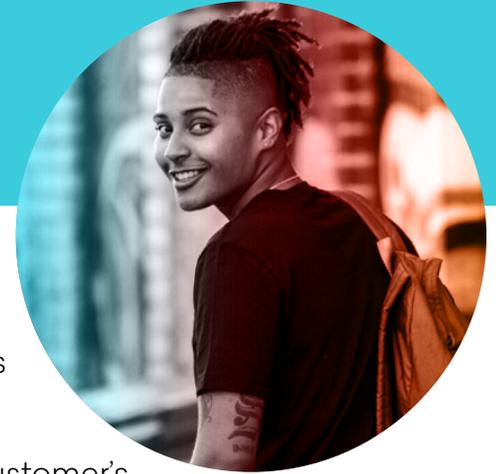


At the Hotel

Taylor had a great first night and is up early to head to their conference. Radar can be used to trigger a Braze-powered push asking if Taylor wants their room cleaned as soon as a [beacon](#) detects that they've left their room in the morning. Beacons can also be used by the hotel to trigger messages as Taylor moves throughout the hotel property, while customizable Radar polygon geofences can trigger location-based offers via Braze related to nearby attractions, spa treatments, or room service that could boost ancillary revenue. (Plus, with Braze dynamic segmentation, the hotel can ensure Taylor is only getting the most relevant alerts, boosting conversions and satisfaction.)

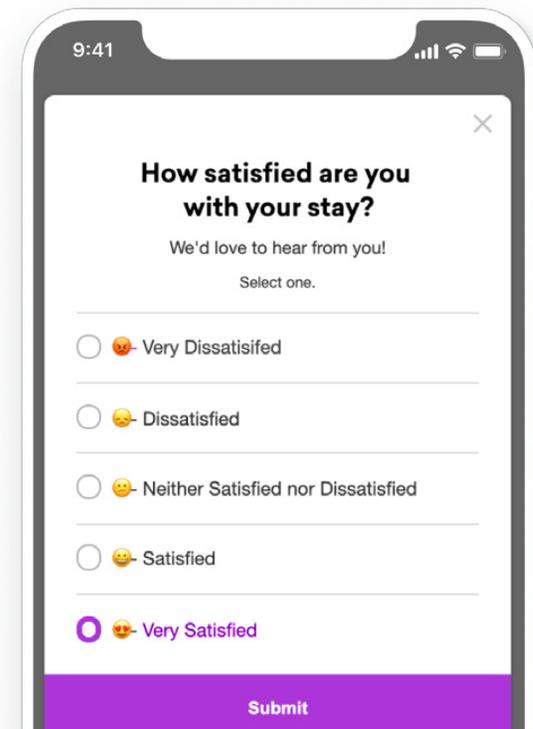


At the Hotel and Departure



The hotel can also leverage Radar to understand how Taylor is moving around its property to effectively seek feedback using real-time messages powered by Braze. For instance, Taylor used the gym early in the morning and noticed the fridge was low on bottles of water. Radar's location detection and Braze messaging gave the hotel an opportunity to ask how Taylor was enjoying their workout and collect feedback.

Letting Taylor seamlessly resolve these minor concerns—for instance by requesting more water—can improve a customer's stay and reduce the chances they leave a more negative public review later. Hotels can use this same feature to prompt guests to leave a review as soon as they are detected leaving, ensuring the guest has an opportunity to sing their praises while the memories are still fresh.



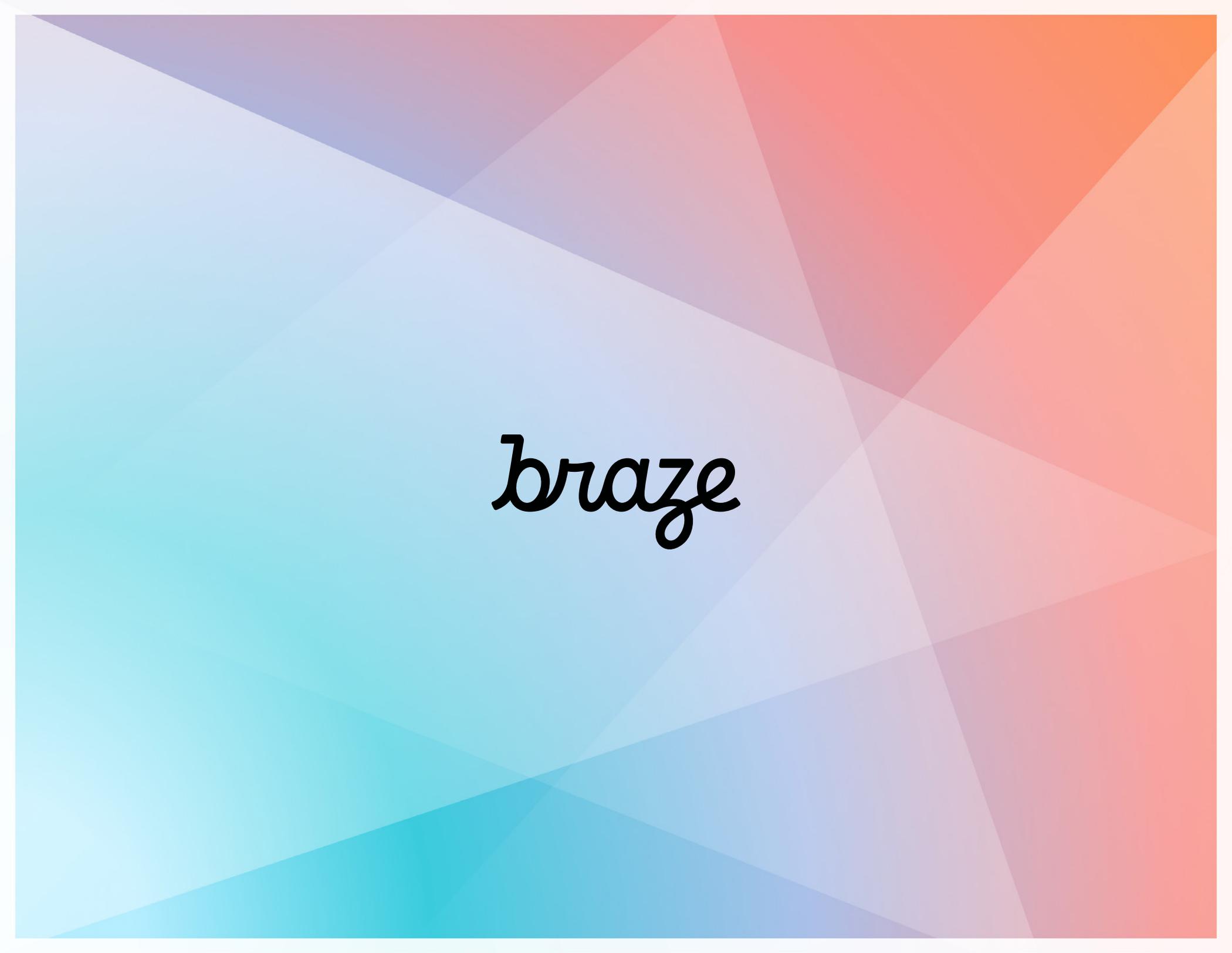
Conclusion

For travelers, it can feel like so much is up in the air on travel day.

But when travel and hospitality brands use Braze and Radar in tandem to send helpful communications and surface impactful app features at the right place and right time, consumers can experience convenience, comfort, and added value at every step. The result? Return bookings, high ratings, and increased revenue. But only if you have the right tools and right approach.

Interested in digging deeper into today's fast-changing travel landscape? Check out ["Ready for Takeoff: 2021 Travel Industry Trends, Insights, and Strategies."](#)

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