



CASE STUDY

From 68 million records and 8 data sources... to a single view of every Jet2 customer

Jet2's MDM journey with Agile

Jet2.com

Here's how Jet2 shifted their data view to start seeing the customers behind their bookings – and target their marketing to real holidaymakers, not just duplicate names on a database.

Optimising marketing activity

Jet2 wanted to get better results from their marketing activity. They certainly had no shortage of data - with 68 million+ records and counting - but it was spread across eight different data sources, and duplicates were rife. To get the marketing results they wanted, they needed high-quality data that painted a more complete picture of their customers, rather than giving insight into each booking in isolation.

With the goal of optimizing their marketing spend and securing more bookings, Agile created the first ever single customer view for Jet2 - helping them to see every holidaymaker as a person and as part of a household, not just a standalone booking.

The challenge

Accessing one source of high-quality customer data

Jet2's data model included Booker and Passenger data, but for every new booking made, a new entry was created. That meant that every single new booking had the potential to create a duplicate customer account.

It made it impossible to view a complete customer without manual effort: they couldn't easily see previous bookings; they couldn't record changes to contact details; they couldn't see evolving booking requirements over time; they couldn't group customers by households; and they were overloading their (multiple) systems with more data than was necessary.



The solution

Informatica's Master Data Management

(MDM) and Data Quality toolsets
Agile identified that a Master Data Management platform, backed by robust Data Quality tools, was needed to give Jet2 access to the data they needed for their goals. The solution, which would bring all customer data into one central, accessible platform, was built on Informatica's tech stack, utilizing Informatica Data Quality and MDM toolsets.

Through a series of workshops, Agile created a new target data model, 'Party', enabling Jet2 to have a single customer view and a view of customer households (those 'parties' that regularly travel together). This included relevant data such as address, contact details and flight preferences.

- ▲ Informatica Data Quality was used to cleanse and standardize address data, as well as being used as an integration tool for delivery and intake of data feeds within MDM.
- ▲ Data Stewards were introduced to take ownership of quality and Data Governance.
- ▲ Automated Match/Merge Data Quality rules were introduced to eradicate duplicate customers, with manual Match/Merge rules created to allow data stewards to review records.
- ▲ Test Driven Development was used throughout to ensure that the tools started to return value quickly upon delivery.

The Results

A single customer view.

Delivery was carried out in sprints by Agile's team, with the implementation fully completed quickly and flexibly - showing that it is possible to transform your view of your customer data with MDM without a lengthy, rigid delivery process.

The data model was visualized in Visio and mapped to their MDM tool, making data more accessible and allowing Jet2 to run the targeted campaigns they wanted. Jet2 could now capture customers' attention with just the right information on their path to purchase - and secure more bookings for their business.

Are you looking for a single view of your customer?

If you're interested in hearing more about how we can help you manage your customer data, get in touch with our team today.

[Get in touch](#)

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