SEA Group: Digitalizing Customer Engagement with SAP Marketing Cloud

SEA Group manages the Malpensa and Linate airports which are ranked among the first ten airport systems in Europe for volume of traffic, in both the passenger and cargo segments. The airport infrastructures managed by S.E.A. S.p.a. guarantee aircraft access towards major international destinations to a multitude of users operating in a catchment area that is amongst the most developed in Europe. The aim is to provide a point of reference for the growth of the economy and territory of the whole of Northern Italy. The social growth of the reference community and environmental protection are considered essential.

The air transport segment is very much linked to economic trends, both international trends and those of the individual geographic areas. The complexity of the variables affecting the trend of the air transport segment force it to undergo massive change, which is now focusing on the interaction of airlines in order to achieve scale economies, also with a view to reducing operating costs. With SAP Marketing Cloud, SEA is able to reduce costs in ownership, have access to real time data and able to increase customer satisfaction significantly, meeting their goals for growth and higher sales.

Driving Growth Through Digital Transformation with SAP Marketing Cloud

Company

Società per Azioni Esercizi Aeroportuali - S.E.A. S.p.a.

Headquarter

Milan, Italy

Industry

Passenger travel & leisure

Products and Services

Airports services and related activities

Employees

~ 2,900

Revenue

€700 million

SAP Solution

SAP Marketing Cloud

Objectives

- Set up a 'contextual real time marketing' and 'customer engagement' platform to expand increase customer loyalty
- Increase sales by running more highly focused marketing campaigns aimed at specific customer segments
- Equip marketers to plan and run campaigns without dependence on business intelligence experts

Why SAP

- Implemented the SAP Marketing Cloud, powered by the SAP HANA platform, for self-service target group selections
- Enabled end-to-end Marketing campaign management, from Target Group definition through clustering process, Customer Segmentation, Campaign Planning
- Centralized Master data management and acquisition

1M

Registered customers

Total

Visibility into operations and performance

Better

Customer engagement

Stronger

Customer loyalty

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Web Site

www.seamilano.eu

Benefits

- Total visibility into operations and performance from the top floor at the group level to the customer level
- Increase in sales force performance through guided campaign processes supporting sales of services to customers
- One million 'registered customers' managed and analyzed

Future

- Extend and enrich SAP Marketing Cloud platform to help meet marketing goals and objectives
- Considering other solutions such as SAP Sales Cloud and SAP Service Cloud for improved communications

"SAP Marketing Cloud helped us completely digitalize our entire customer journey, from **campaign planning to end-customer delivery.** Our marketing staff can now drill down into millions of customer records in seconds, using current data from a variety of sources. This helps us serve customers."

Fabio Degli Esposti, CIO, SEA Group

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