



case study

Improved customer value

Prediction

Brief

Webjet is Australia's leading, multi-award winning, online travel agency. They've been repeatedly recognised for being the most visited online travel agency, the Travel Agency of the Year and are well known for their adoption of innovation to improve customer experience.

"We love the energy of the Webjet organisation and enjoy working with them to deliver a market leading capability for online retail"

- Dave Timm, CEO of Red Marble

Webjet wanted to grow their packages business by increasing the customer value and optimising the customer experience, and explored the role of AI and Machine Learning to deliver that.

Solution

"We worked with the Webjet team to develop a machine learning model which is now deployed across their online platform to improve market share and increase customer value."

- Dave Timm, CEO of Red Marble