

# Elevating Luxury-Jet Engagement with Real-Time, Brand-Consistent Messaging



## The Customer

A leading aviation services company specializing in private jet solutions, offering fractional ownership, leasing, and jet card programs. The company serves a high-end global clientele, known for providing luxury, customized flight experiences with a focus on safety and exclusivity.

## The Challenge

The aviation services company faced several operational challenges:

- **Lack of Brand Consistency:** Messaging across various communication channels was inconsistent, leading to a fragmented customer experience.
- **Limited Insights into Customer Preferences:** The company lacked real-time tracking of customer preferences, making it difficult to deliver personalized experiences.
- **Absence of Visitor Tracking:** Without website visitor tracking, the client could not capture valuable insights into customer behavior and engagement patterns.

## The Solution

CriticalRiver implemented a comprehensive Salesforce solution to address the client's challenges:

- **Branded Email Preference Center:** A custom email preference center was created with multiple opt-in/out lists, allowing customers to manage their communication preferences while ensuring brand consistency.
- **Customer Preference Automation:** The team automated the synchronization of customer preferences between Salesforce Sales Cloud and Account Engagement, ensuring real-time updates and eliminating manual effort.
- **Visitor Tracking and Social Media Integration:** Website visitor tracking was implemented to provide deeper insights into customer behavior, while social media links were integrated into communications to extend customer engagement.

## The Results

With CriticalRiver's tailored Salesforce solution, the aviation services company improved its email preference management, achieved consistent messaging across all channels, and gained deeper insights into customer behavior. Real-time data synchronization and automated workflows streamlined operations, driving better customer engagement and enhancing brand recognition.

## Impact Delivered

- 50% faster email preference management
- 30% boost in customer engagement
- 100% real-time Salesforce synchronization
- 50% increased brand visibility

## Solution Components

- Salesforce Sales Cloud
- Salesforce Marketing Cloud
- Salesforce Account Engagement (formerly Pardot)
- Custom HTML & CSS for Branded Design