

How **Addison Lee** delivers timely, relevant messages across the customer lifecycle.

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WHO ARE ADDISON LEE?

Who we are

For over 50 years, Addison Lee has connected people, parcels and businesses through premium transport and courier services across London and beyond.

What we do

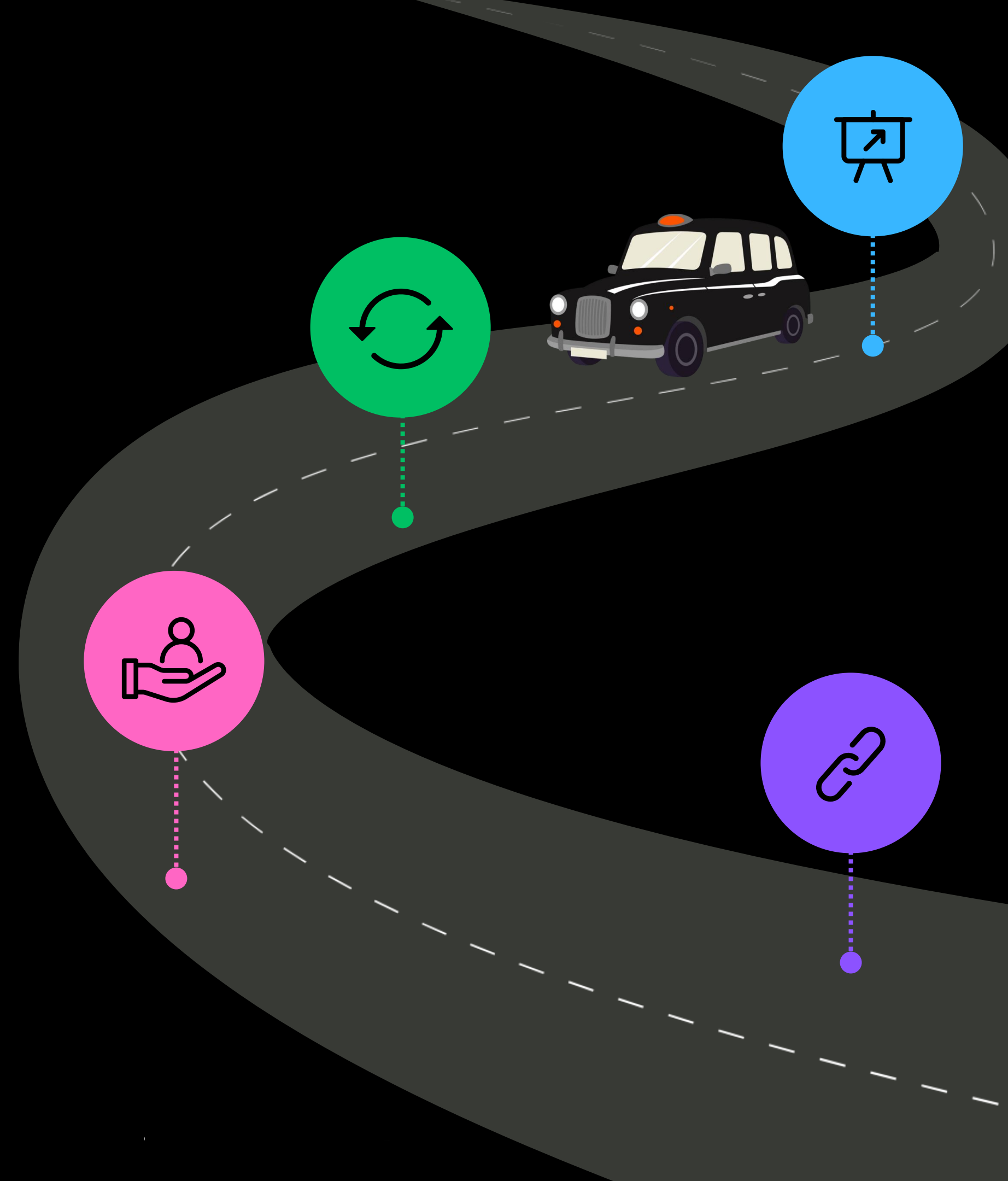
- Passenger journeys
- Courier services
- Business travel solutions



WHERE WE STARTED

CAMPAIGN-LED

Focused on scheduled marketing campaigns and newsletters, with the same message delivered to large customer groups.



A CAMPAIGN-LED CRM PROGRAM

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Fleet spotlight 	2	3
4	5	6 Airport services 	7	8	9	10
11	12	13	14	15	16	17
18	19 Courier service 	20	21	22	23	24
25	26	27	28	29	30 Weekends in London 	31

IDENTIFYING THE PROBLEM



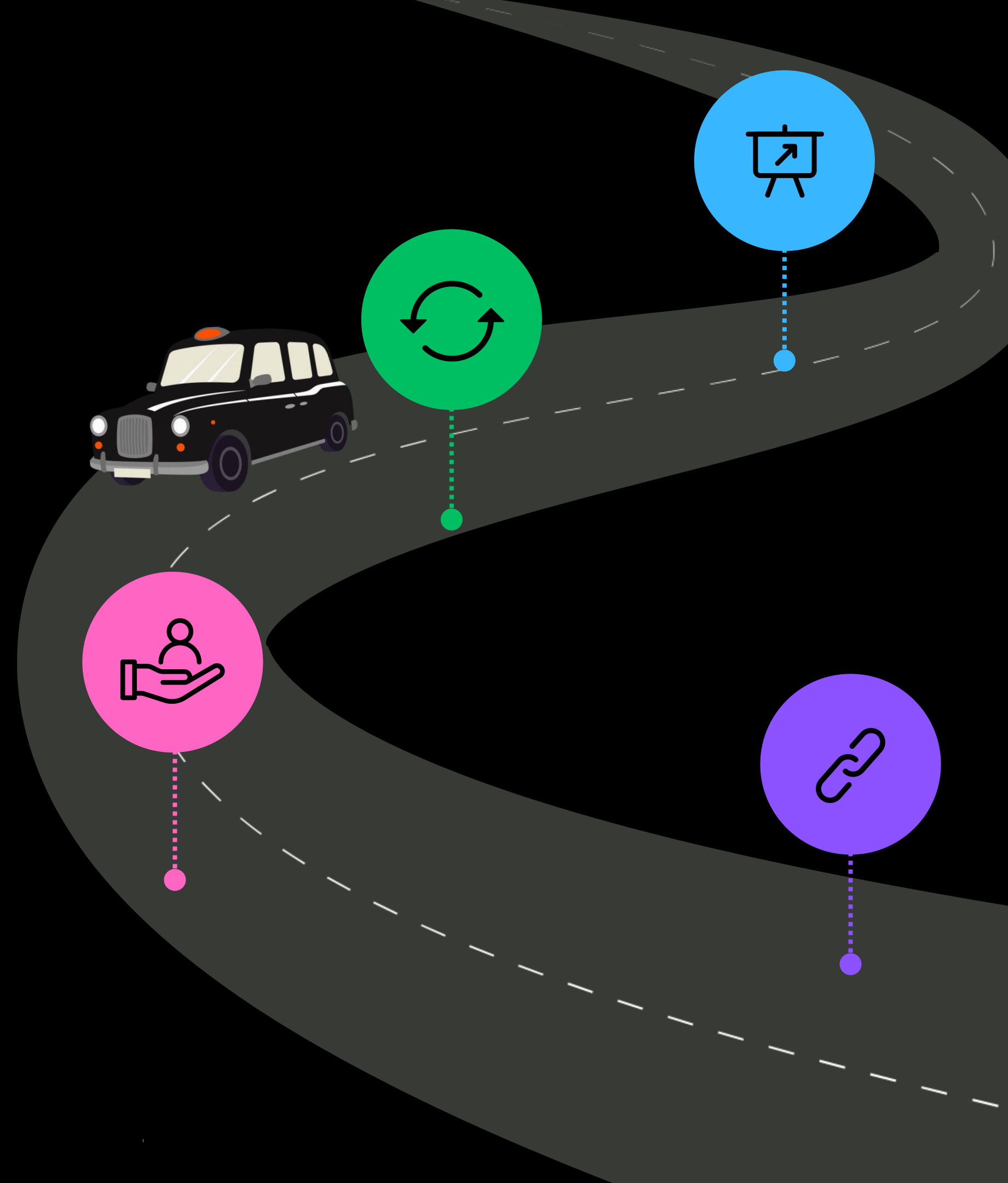
HOW WE USED CUSTOMER DATA TO IDENTIFY SEGMENTS

Customer Data	Insight	Action
Booking behaviour	Customers used Addison Lee for different reasons	Created customer segments based on intent
Journey type	Airport travellers behaved differently from courier users	Developed tailored journeys for each audience
Booking frequency	Regular users had different needs to occasional customers	Adjusted messaging, timing and content
Customer actions	Quotes, bookings and engagement revealed intent	Triggered communications based on behaviour

EVOLVING INTO LIFECYCLE JOURNEYS

LIFECYCLE

Triggered communications based on key customer milestones, such as onboarding, first booking, retention and reactivation.



STARTING WITH NEW CUSTOMERS



Registers



Welcome



Education



First Booking

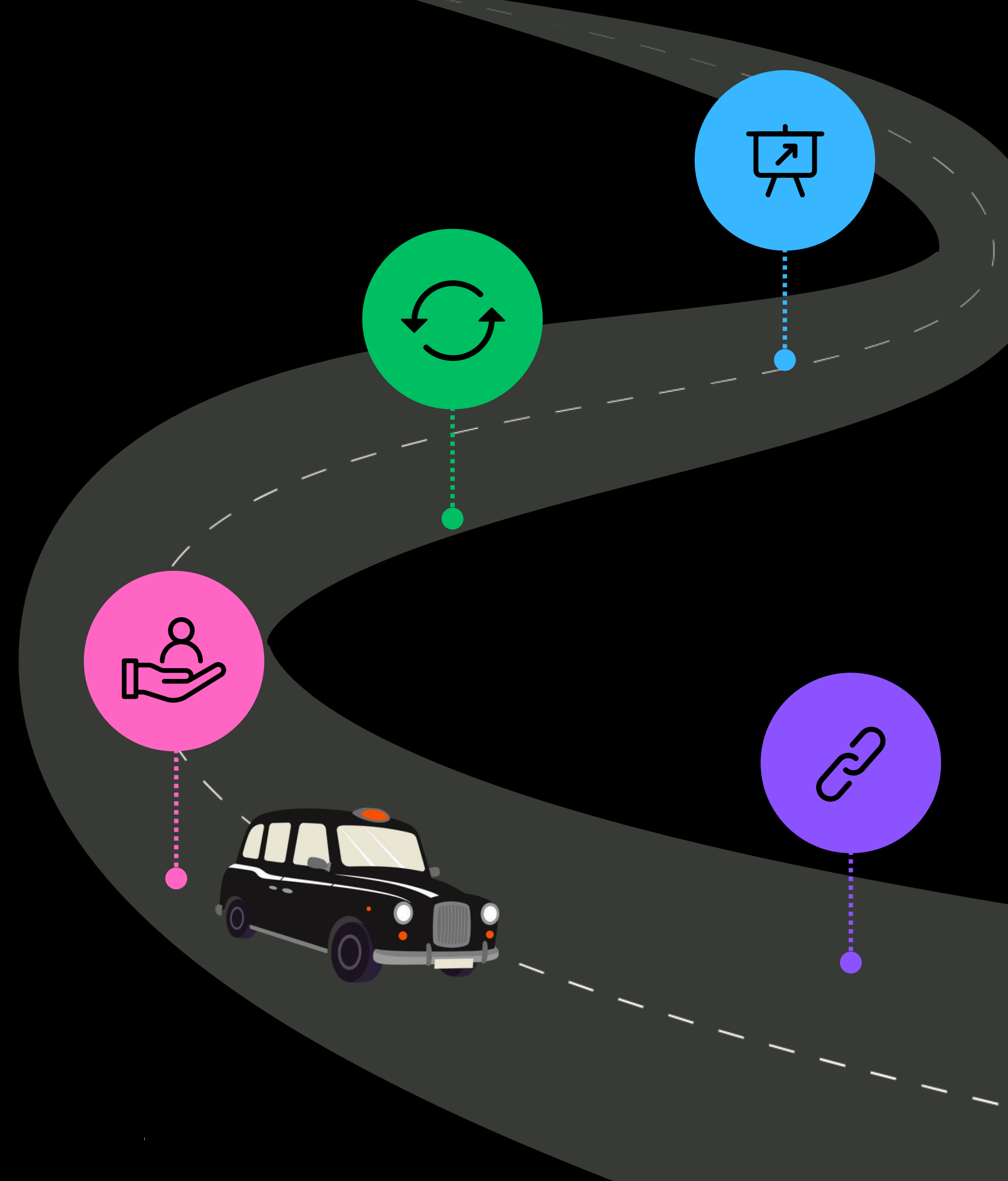
What we learned...

- First booking conversions increased by 8%
- Customer engagement increased by 20%
- Timing mattered

BECOMING BEHAVIOUR-LED

BEHAVIOUR-LED

Using customer actions and preferences to determine the next best message, channel and timing.



IDENTIFYING LOST REVENUE

ABANDONED QUOTES FOR AIRPORT JOURNEYS



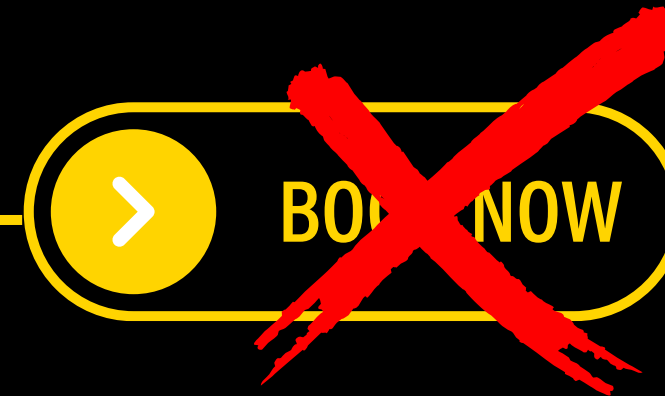
**Requested quote
to the airport**



**Quote
viewed**



**Booking
abandoned**



**Incomplete
booking**

High intent + No follow up = Missed opportunity

RECOVERING LOST REVENUE

Turning Abandoned Quotes Into Completed Bookings



Requested Quote
to the Airport



No
booking



Automated
email / push



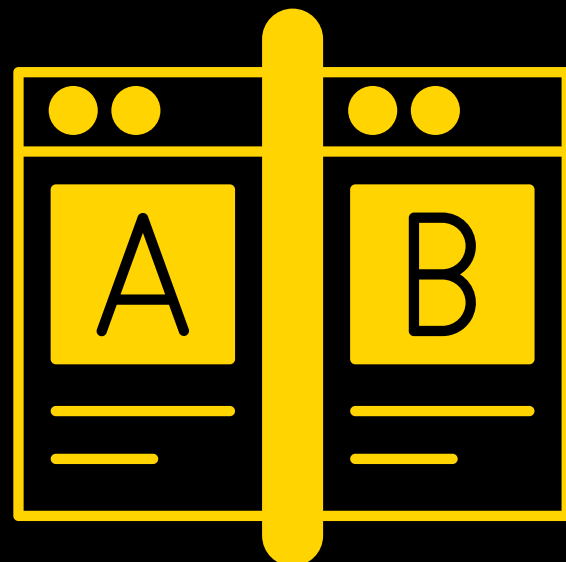
Completed
booking

Results

- Increased engagement by 35%
- Conversions increased by 12%
- Recovered bookings that would otherwise have been lost

HOW WE OPTIMISED THIS JOURNEY

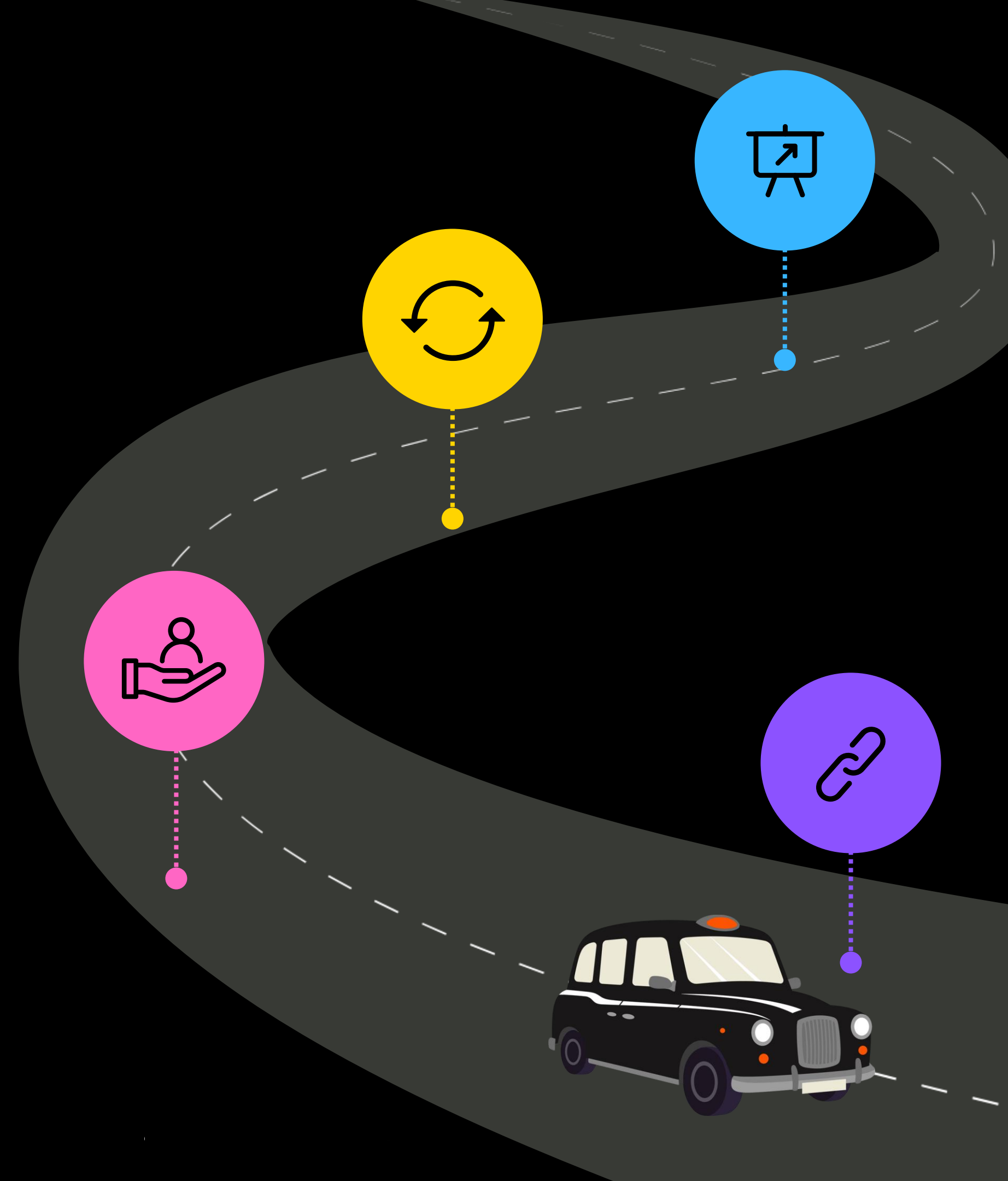
- Adding personalisation tokens
- Introducing deep links
- Lot's & lot's of A/B testing



ARRIVING AT THE DESTINATION

Connected Journeys

Creating seamless experiences across channels, services and touchpoints, where every interaction informs the next.



CONNECTED CUSTOMER JOURNEYS

From **A → B** to **A → B → C → D**



A
Home in
London

Going to the airport?



B
Airport Transfer
booked

Need transport when
you land?



C
Arrives at
destination

Need a pickup when
you're back in London?



D
Return flight
home

KEY LESSONS LEARNED

- **Customer understanding drives performance**
- **Timing matters more than volume**
- **Behaviour is more powerful than demographics**
- **Continuous optimisation is essential**
- **Connected journeys create better experiences**

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The future of CRM isn't about sending more messages. It's about creating more meaningful customers experiences

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