

Press Contacts

Emma Wilkinson
Adobe
Emmaw@adobe.com

Red Consultancy
020 7025 6671
adobeteam@redconsultancy.com

Adobe Helps Lufthansa Lift Customer Experience of lh.com to New Heights

DMEXCO, Cologne, Germany – 11th September 2019 – As technology rapidly improves and customer expectations continue to soar, Europe's leading airline Lufthansa Group, is working with Adobe to provide customers with first-class tailored experiences. Lufthansa is using Adobe to transform its global digital presence, lh.com, across all platforms to offer a new level of experience to its customers.

"We want to offer new, exciting features to our customers sooner and to the highest quality possible," said Karsten Kraemer, Director Digital Customer Group Portals, Lufthansa Group. "We want our customers to be able to access informative and inspiring content anywhere and on any device, so, for example, they can discover everything from how to access wi-fi at the airport, through to what the meal will be on their flight. We also measure our success on a daily basis, ensuring a highly responsive and personal customer experience."

Lufthansa has approximately 400 editors working on more than 2,700 pages, serving 114 countries in 14 different languages and its website and app are constantly evolving. With Adobe Experience Manager, part of Adobe Experience Cloud, Lufthansa can now rapidly deliver new features at scale across all devices, such as personalised pre-flight information, which serves passengers with relevant and timely travel details to ensure their journey is as smooth as possible. Within the next year, Lufthansa Group will also use Adobe technology to migrate SWISS and Austrian Airlines to the same platform, ensuring an unrivalled level of editorial consistency across all three airlines.

"Competition in the airline industry for passenger loyalty is fierce, requiring world-class travel experiences that begin well before arriving at the airport or making a reservation," said Paul Robson, President at Adobe EMEA. "Multi-national brands like Lufthansa Group, need a progressive, personalised and seamless customer journey that enables them to reach diverse markets, at scale."

About Adobe

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