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PRIORITY PASS™
Case Study



A Sitecore website with a personal touch

The Priority Pass website, built on the Sitecore Experience Platform (XP) 8 is a cross-platform, multi-language personalised website that offers a re-energised customer experience to its members.

A NEW CUSTOMER EXPERIENCE

An intuitive lounge search functionality enables visitors to locate lounges in a specified airport locations that show detailed lounge details. Personalised promotional messages driven by conditions and rules configured in Sitecore XP8's Rules Sets Editor add another personal touch to the website.

Visitors experience an impactful home page with an eye catching carousel. Digital Membership Card customers can now sign up and access an airport lounge instantly.



What was achieved:

- ✔ Complex integration with back-office systems
- ✔ Personalisation and intuitive functionality
- ✔ Knowledge gaps filled via custom Sitecore training
- ✔ Multi-language Sitecore website

ABOUT PRIORITY PASS

Launched in 1992, Priority Pass provides frequent travellers with airport lounge access irrespective of their class of travel or airline. Recognised as a premium brand with 900+ airport lounges in its program, Priority Pass drives customer acquisition, improves retention and creates brand differentiation for blue-chip corporates and clients. It offers innovative technology including smartphone apps and Digital Membership Cards which deliver ideal customer experience and robust client accountability.

Priority Pass, with its recent brand refresh, is a flagship product of the Collinson Group, a global leader in influencing customer behaviour to drive revenue and value for its clients. The Group offers a unique blend of industry and sector specialists who together provide market-leading experience in delivering products and services across four core capabilities: Lifestyle Benefits, Loyalty, Insurance, and Assistance. Collinson Group has more than 25 years' experience, with 26 global locations, servicing over 800 clients in 150 countries, employing over 1,900 staff, managing over 20 million end customers.

ABOUT CODEHOUSE

We design and build effective websites that make global businesses more successful. Understanding our customers' helps create exceptional customer experiences and grow revenues.

As one of the few Sitecore Platinum Partners, and with both Technology and Digital Strategist Sitecore MVPs, we pride ourselves on our unparalleled technical and digital marketing expertise. Our services include creative design and build, consultancy and training, with 24/7 customer support.