

TOGETHER, WE INNOVATE TO SERVE THE PASSENGER.

By 2016 airlines will maximize
revenue opportunities and relevancy
for passengers

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OUR TOPIC TODAY

Passenger and airline expectations concerning the ways air travel is booked and experienced are constantly evolving.

Passengers want choice along with seamless and personalized service on-demand, at any stage of their journey, anywhere and everywhere they travel.

- How do airlines enable their IT systems to support the growing sophistication of their customers' requirements and ensure personalized service delivery at every touch point?
- How can the travel industry improve its collaboration to create the ideal journey for airline customers?

A NEW ERA OF CUSTOMER SALES & SERVICE



We want consistent service on any device, any channel



We want sales and service available anytime, anywhere



We want customized products and services



We want targeted offers



We want to exploit trends such as social networking



We want choice and recognition in all channels



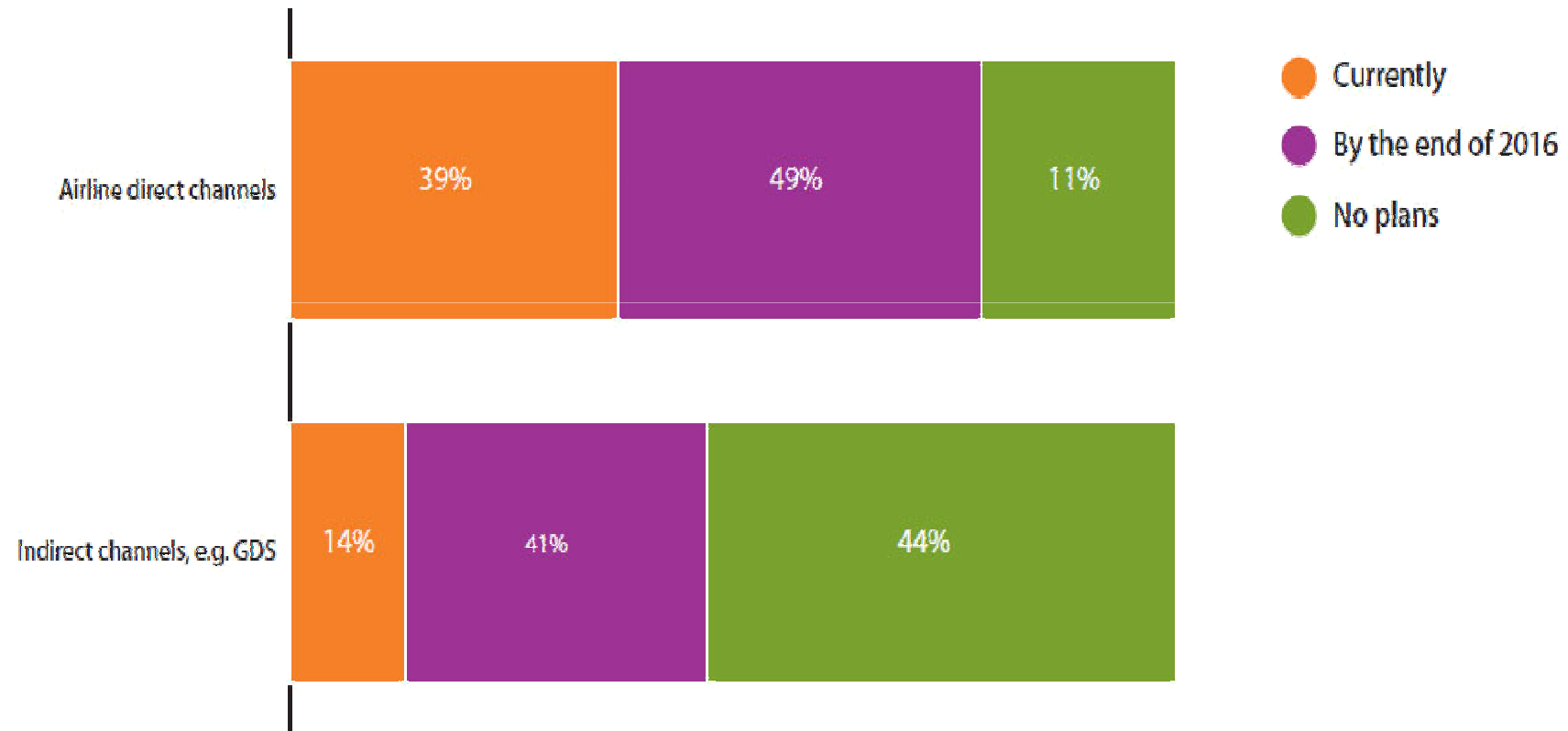
Exploiting technology

Keeping up with customer expectations

The perfect journey is about more than the trip...

AIRLINES' PLANS TO PERSONALIZE OFFER

SITA Airline IT Trends Survey



A NEW ERA OF AIRLINE SOPHISTICATION



We want control of our system and the flexibility to adjust to business drivers..real time



We want to utilize best of breed options from multiple providers



We want community benefits but need to differentiate our offering



We want to adopt hybrid business models



We want to define our brand and manage the customer experience at all touchpoints

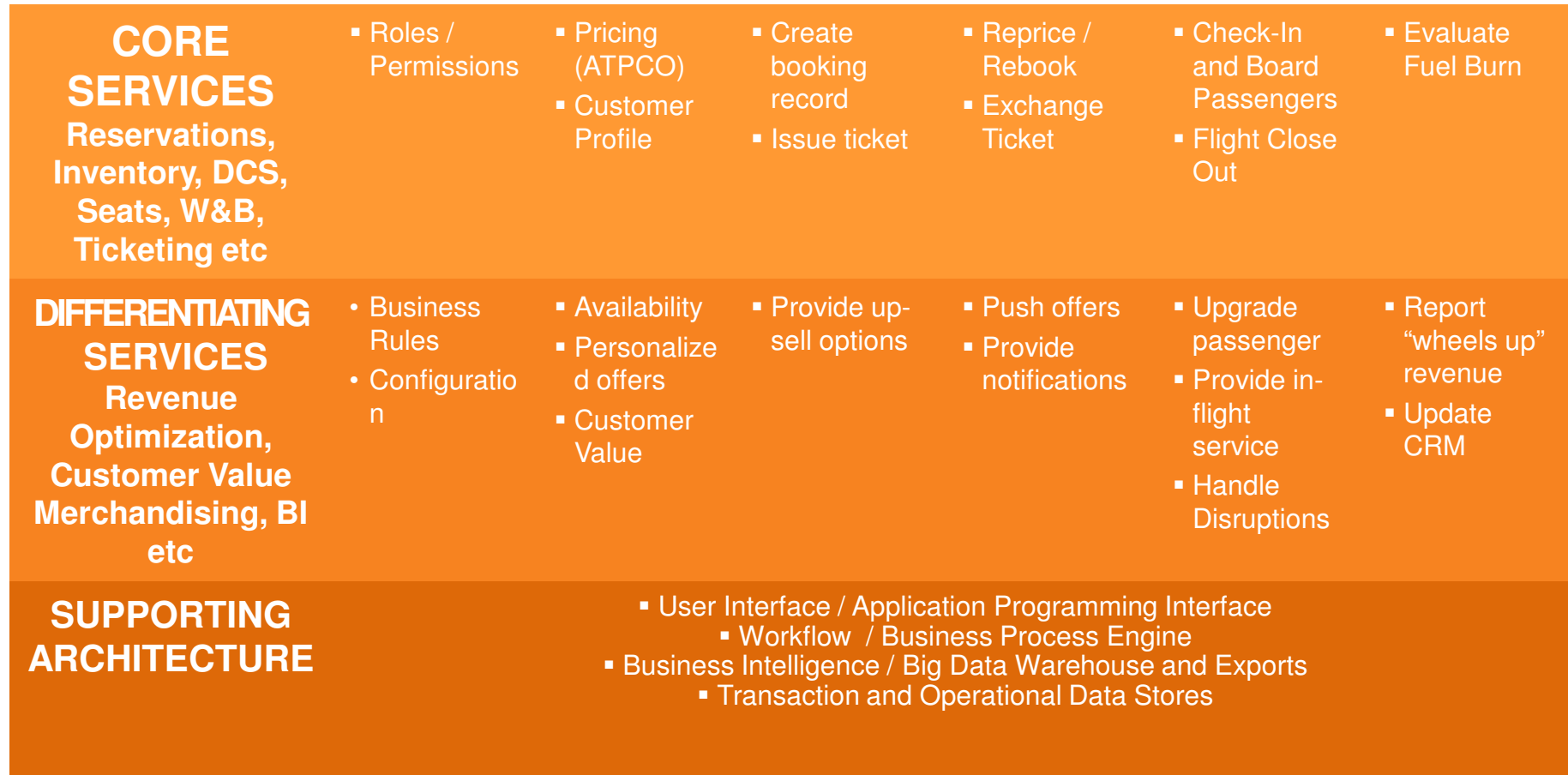


Enabling the Business

Defining the Brand

For the airline, it is about the brand...

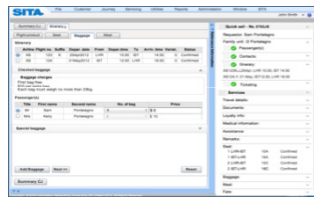
ACROSS THE AIRLINE VALUE CHAIN



WHAT DO USERS NEED, WHERE?

Traditional channels

Call centre,
ATO CTO



GDS & partner



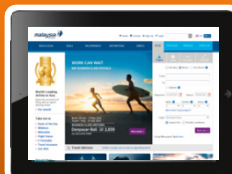
Emerging service channels



'Lite kiosks'



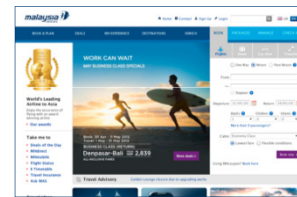
In-flight



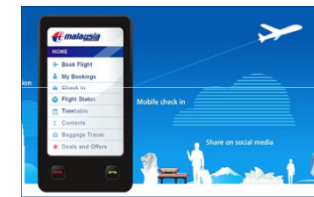
Mobile agent

Online direct channels

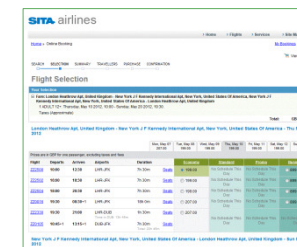
Consumer
eCommerce



Mobile
portal



Agency direct



Social
portal



WHAT SHOULD AIRLINES EXPECT FROM IT SYSTEMS?



- Deep customer intimacy and social network integration
- Sophisticated, multi-channel direct retailing across the passenger journey
- Fast-acting, context aware, intelligent pricing and inventory control
- Seamless multi-channel self-service across the passenger journey
- Near-real time business intelligence and potential for 'Big Data' integration and exploitation
- Customisable workflow and business process
- Hands-on control for the airline
- Modular design to enable evolution and manage risk

...confidence that the next “big idea” is at your fingertips

AIRLINES EXPECT AGILITY



Sell more, sell
more profitably

- Sell more with packaging and personalization
- Retailing enabled by rules and simulation



Offer responsive,
personal service

- Faster, more efficient and personalized service
- Consistent across all channels
- Wherever needed – on the ground, in the air



with 'hands on'
airline control

- Self-configurable workflows and rules
- Integrated business intelligence



and no design
constraints

- Scalable, adaptable, extensible
- Open design enables flexible deployment



THANK YOU

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