eBIW

INSIGHT DRIVEN BUSINESS INTELLIGENCE FOR INDUSTRIES

Delivering the flawless Airline Customer Experience

KEY FEATURES

- Ability to cross-reference, interface and mix various types of data (geo-located, operational or contextual, batch or real time)

- Location-based analysis

- Real time pattern recognition

- Machine learning-based probability scoring

- Ability to share cross-validated data between stake holders

KEY BENEFITS

- Prebuilt Solution
- Comprehensive Business Intelligence
- Easy Integration with Operational Systems
- Drives Strategic Plans & Operational Performance
- Extensive Data Highway
- Common Platform Across Domains
- On Premises and Cloud Models
- 8-10 Weeks of Implementation Time

OVERVIEW

These are challenging times for the aviation industry. The global economic slowdown, volatile fuel prices, additional taxes, increased competition from high-speed rail, and uncertain consumer demand have made it difficult for airlines to drive growth and profitability. While economic headwinds persist, the long-term outlook is very positive for the industry with strong growth in the Asia-Pacific, Middle East and Latin American markets, growth in Africa, and return to pre-recession levels in the US and Western Europe As airlines compete for a growing but increasingly technology savvy and demanding customer base, personalizing and differentiating the products and services airlines offer will be key to retaining profitable customers, attracting new customers, increasing customer loyalty, customer satisfaction, and customer lifetime value. Building on its long-established expertise of Airlines & Airport data processing (and in particular real-time data collection ad analytic), eBIW have developed a decision-support solution that handles the acquisition and processing of Passenger Reservation System, Departure Control System , Baggage & Other Ancillary Service system data in real-time (or Near real-time) and combines four powerful major components: streaming analytics, real-time mapping, decision-making dashboard, and predictive potential.

AIRLINE CUSTOMER LIFE CYCLE

The process flow below shows the typical airline customer lifecycle which starts with shopping for air travel through a variety of channels (airline web sites, travel agencies, online travel agencies, airline call centers, or corporate travel sites) and then continues to booking, check-in, departure airport services such as retail, and airport lounges, in-flight services (meals, media), connections through hub airports, arrival airport services, and post-travel interactions such as loyalty rewards and points updates. Customers interact with airlines through the travel cycle using a variety of channels and

Air Travel Customer Interaction Lifecycle

Shop → Buy → Pre-Flight → In-Flight → Post-Flight → Retain / Reward → Delight

there are numerous opportunities to personalize and differentiate airline services around the core products airlines offer which is travel across their own network, partner networks, and the entire alliance if they are members of one of the major alliances.

AIRLINES CEM PAIN POINTS

Root cause for Airline CEM pain points are

Multiple Data Sources For Passenger Data

- PNR data from global distribution systems, alliance partners and other airlines
- Bookings from airline web portals and mobile devices
- Bookings from travel agencies and OTA's
- Bookings from reservation centers, ticket offices, and airport ticket counters
- Customer profiles and transactions from loyalty management platforms

Multiple Internal Repositories For Passenger Data

- Passenger Service Systems
- Departure Control Systems
- Loyalty Management Systems
- Customer Data Warehouses

Historical Data From Legacy Systems That Need to Be Modernized or Retired

- Booking data
- Flight data
- Loyalty transactions

SHOP

Inability to recognize customers - Lack of Personalized Experience
Inability to provide consistent experience - Reliance on Call Centers for reservations and support Limited visibility and missed Ancillary Revenue Opportunities
Inability to analyze shopping behavior and to acquire new Customers Lack of direct relationship with ~70% of existing Customers
High distribution costs to acquire New Business
Airline distribution channels control and commoditize products

Buy

Lack of profile results in lengthy transactions, resulting in low conversion and less revenues
Buying Process is largely controlled by Third Party distribution channels
No visibility into historical transactions – no connected interactions
Ancillary Options are not made clear to Customers, resulting in lost revenues
Unable to control load factor through effective use of promotions and services, lost revenues Inability to recommend related goods and services, lost ancillary revenues
Lack of clarity on policies and procedures resulting in dissatisfaction and delays Lack of personalized offers for known travelers, not in a rewarding relationship

PRE FLIGHT

No direct customer engagement or interaction at pre-flight stage (lost CEM opportunity)

In ability to shape and shift flights demand based on load factors (low revenues)

Lack of capability to offer alternative flights at flight close out stage (customer dis-satisfaction) Lack of visibility into customer information inhibits promotion of new services (lost revenues) Lack of capability to present partner promotions (lost ancillary revenues)

Inability to initiate and service the post-arrival requirements (inability to provide delightful service)

Inability to leverage social networks for drive customer experience and networking Inability to identify and address medical conditions

IN FLGHT

Inability to leverage entertainment options through customers own mobile devices

Passengers cannot use their miles/points while in flight for goods and services, both in flight and post-flight No capability to solicit timely customer feedback on the Airport, Airline experience & partners while in flight. Customer profile and preferences have limited actionability while in flight.

Inability to solicit and access passenger medical history to manage medical emergencies Flights are not pleasant and enjoyable for most passengers, especially in coach/economy

Inability to provide accurate information for connections and arrival information, directions within the terminal Ability to provide delayed or missing baggage information proactively while in flight

No engagement with 'captive' audience on board resulting in limited or no ancillary revenue opportunities in flight

POST FLIGHT

Inability to provide delayed or missing baggage information proactively on arrival

No capability to coordinate arrival and connection services amongst multiple partners and touch points

Lack of communication and no customer interaction on arrival

No visibility on customer schedules i.e. return flights, day trips – unable to convert post-flight to pre- flight experience

Limited or no ancillary revenue opportunities due to zero focus on Arrival interaction

DELIGHT

Inability to proactively communicate and engage with the customer

No business continuity with infrequent customer

Lack of capability to predict customer loyalty

Lack of customer insight to provide recommendation and service

Inability to control brand perception based on partner service - alliance and code share

Lack of integrated tools to engage customers via social networks and/or monitor social sentiments

Lack of unified partner strategy to manage customer expectations and new business

No incentives for customer to initiate engagement or maintain continued contact

Inability to engage customers family, friends and social networks to promote brand and highlight new services

Limited or no control to promote and establish brand as currency, across Airline and Partner networks

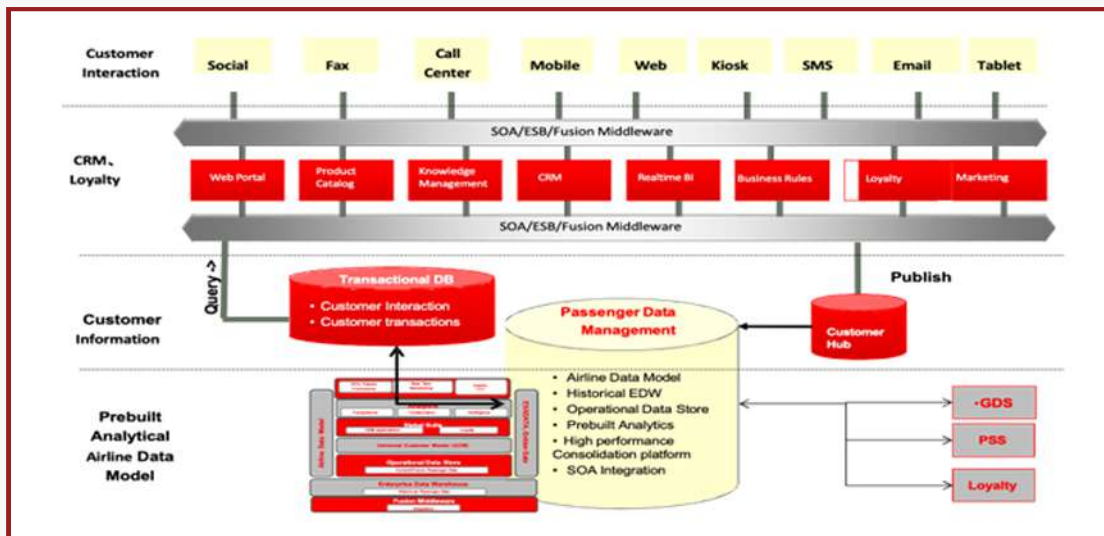## HOW DO WE DELIVER INTEGRATED CUSTOMER EXPERIENCE

To deliver a superior, personalized, and differentiated customer experience, the complete organization needs to align around the customer. The customer experience model below shows a best practice to manage the customer experience.

Customer Experience Model

- **Passenger Data Management and Customer 360°-- I**ntegrate the customer data across all their operational systems into a centralized customer master that brings together the customer profile and transaction history. Prediction

- **Personalized Commerce:** Effectively segment customers based on their profile, purchasing history, and value. Create valued offers based on segment and customer characteristics. Interactions with the customer can be personalized, starting with the airline website which can become a full-fledged merchandising portal that allows customers to book travel, redeem loyalty points, and buy additional services that an airline offers in conjunction with partners.

- **Relationship Marketing:** Personalize communications with the customer based on the customer profile and transaction history, to make the right offers to the right customers at the right time across the travel lifecycle.

- **Customer Service:** Empower employees with customer information so they can provide personalized service. Differentiate service based on customer segments and individual customer transaction history.

- Achieving the tenets outlined in this model will require customer-centric processes that are delivered by customer-centric employees using customer-centric technology. With our deep expertise in Airlines and Airport data management, we bring a comprehensive solution set to deliver the customer-centric **airline value**.

SOLUTION ARCHITECTURE

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HOW DO WE DELIVER INTEGRATED CUSTOMER EXPERIENCE

- Passenger flows at different points of time in different terminals of airport : Possibility of flexing power, cleaning cycles, shuttle services, staffing etc
- Passengers Origin & Destination Analysis : Direct and Connecting Flights, Identifying passenger flows and introducing new sectors for flight introductions
- POS Revenue : Identify trends in revenue per sq ft and % of area for concessions by categories
- Passenger Experience : Reduce queue times, optimizing total time from arrival to board, optimize immigration and clearance time
- Targeted Promotions and Loyalty Programs : Promote Concession, Rentals etc., and airport loyalty
- Parking Revenues : Occupancy Levels, Differential Pricing

Leaders in the airline industry recognize that customer experience is the critical driver for customer loyalty and customer loyalty is the key to success in the airline marketplace. To deliver the next generation customer experience, airlines need the next generation CEM platform. Oracle's CEM solution provides the industry leading platform airlines need to provide a consistent, responsive, personalized, and differentiated customer experience across the customer lifecycle.

VALUE ADDED OPPORTUNITY TO ORACLE

Application Development Tool	• **OCI APEX Service**
Data Integration	• **OCI Integration Cloud Service**
Data Transformation	• **OCI Data Integration Service** • **OCI Data Flow Service**
Data Storage & Governance	• **OCI Object Storage Service** • **OCI Autonomous DW Service** • **OCI Data Catalog Service**
Data Analysis & Visualization	• **OCI Analytic Cloud Service** • **OCI Data Science Service**

CONTACT US
For more information about **Airline CEM** visit ebiw. com or call to speak to an EBIW representative.