

Vietnam Airlines

Digital Transformation Day

An Airlines Industry Outlook by Amadeus

Geoffrey WONG
Director, Solutions Consulting

Selling new ancillaries and implementing dynamic offering generates approximately 4,1 USD per PB.

Modern Airline Retailing – A Business Case (March 2023)

- Published by consortium of 9 airlines/airlines groups formed under





1,000 Posts

400k Fans

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Olivia Lee she/her
info@olivialee.com
[@theinfluenceragent](#)



Hi! I'm Olivia Lee

#sport #travel #influencer



A wingsuit event in
Dubai -
I have to be there!



New Post from Horizon

Missing Dubai?

Get back in your Wingsuit for a chance to win! 🏆

now



Your story Arthur Arneo Nicolas barbie_girlzzz



Horizon Airlines
Fly with us to new horizons



Dubai Wingsuit Event - Book Now



Liked by Liam and others

Horizon Airlines Share your unique #TravelExperience" with #Horizon using these two hashtags and win a voucher for your next trip! #Travel #Win

See 350 comments

Great, I can win a voucher



Liam Ferguson



Shopping Cart

ROUNDTrip

27 Sep - 15 Oct

Sydney

Kingsford-Smith (SYD)

Dubai

Int'l airport (DXB)

OUTBOUND

\$ 1422

21:00

Sydney (SYD)

— 9h 25m —

07:25

Dubai (DXB)

1 change in Melbourne (0h55)

HZ12 - HZ1275

INBOUND

\$ 1327

10:20

Dubai (DXB)

— 14h 35m —

05:55

Sydney (SYD)

Direct flight

HZ1283



Dubai Wingsuit Event

Refundable for \$ 190

Free itinerary change

1 x 23kg baggage included

Sport equipment included

Total price

\$2749 (\$ 120 Taxes)

Cancel

Modify

Share

Liam would love this! I'm going to share my cart



Olivia Lee



Just shared a trip to Dubai - wingsuit

Shopping Cart

ROUNDTRIP

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Kingford-Smith (SYD)

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OUTBOUND

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Dubai Wingsuit Event

Refundable for \$ 190

Free itinerary change

1 x 23Kg baggage included

Sport equipment included

Total price

\$2749 (\$ 120 Taxes)

Cancel

Modify

Join



Travel class

Experience

Economy
Best value

Free itinerary change
1 x 8Kg baggage included

\$ 2749

Flex

Flexibility



Sport equipment
Lounge access
Priority lane & boarding
Refundable except \$ 190
Free itinerary change
2 x 23Kg baggage included

Just for you **\$ 3928**

Select Flex

Business
Be ready

Lounge access
Priority lane & boarding
Refundable except \$ 190
Free itinerary change
2 x 23Kg baggages included

8 seats left **\$ 5375**

First

Best experience



Sold out

Dubai, UAE



Compare

Share



Option 1

ROUNDTRIP

15 Nov - 22 Nov

Sydney

Kingsford-Smith (SYD)

Dubai

Intl airport (DXB)

OUTBOUND

\$ 1412

23:30

Sydney (SYD)

16h 25m

07:25

Dubai (DXB)

1 change in Melbourne (MEL)

HZ12 - HZ1275

INBOUND

\$ 1327

10:20

Dubai (DXB)

14h 35m

05:55

Sydney (SYD)

Direct flight

HZ1383



Select travel class



Select passengers

Total price

\$ 3928 (\$ 393 Taxes)

Checkout

A fare with
everything I
need!

Offers

Information



Experience

Services

All

In airport

In flight

At destination



Wifi on board

Just chatting \$5 per flight

Need more?



Seat selection

Corridor, window, front or back. Select the seats according to your taste.

From \$26



Additional bags

A long trip, adventure, a big family. You can have all the space you need.

From \$48



Unlock Gold status

Chauffeur service

Affordable, on time and stress free. Enjoy a door to door experience.

\$128 per flight



Dubai Ultimate Experience

Get ready for the ultimate Dubai Experience, including a desert safari and a dinner at the Burj Khalifa!

From \$265

Dubai, UAE



Compare

Share



When in Dubai...
let's safari
and dine!

TRAVEL CLASS

Flex

Sport equipment included
Lounge access
1 x 25Kg baggage included
Refundable except \$190
Free itinerary change

PASSENGERS

1

Olivia Lee

Adult



Add extra services



Total price

\$3928 (\$393 Taxes)

Checkout



Enrolled to use
biometrics at
the airport

Assistance in
real-time

Easy, stress-free!

Hi Silvia, how can we help
you?

04:10

Hi, I would like a car transfer
from the airport to Burj
Khalifa.

04:11

Horizon Agent

The cost is \$30. Would you
like to pay with your miles?

04:12

Yes, thanks!

04:13


22

To
Dubai
Flight
HZ1283

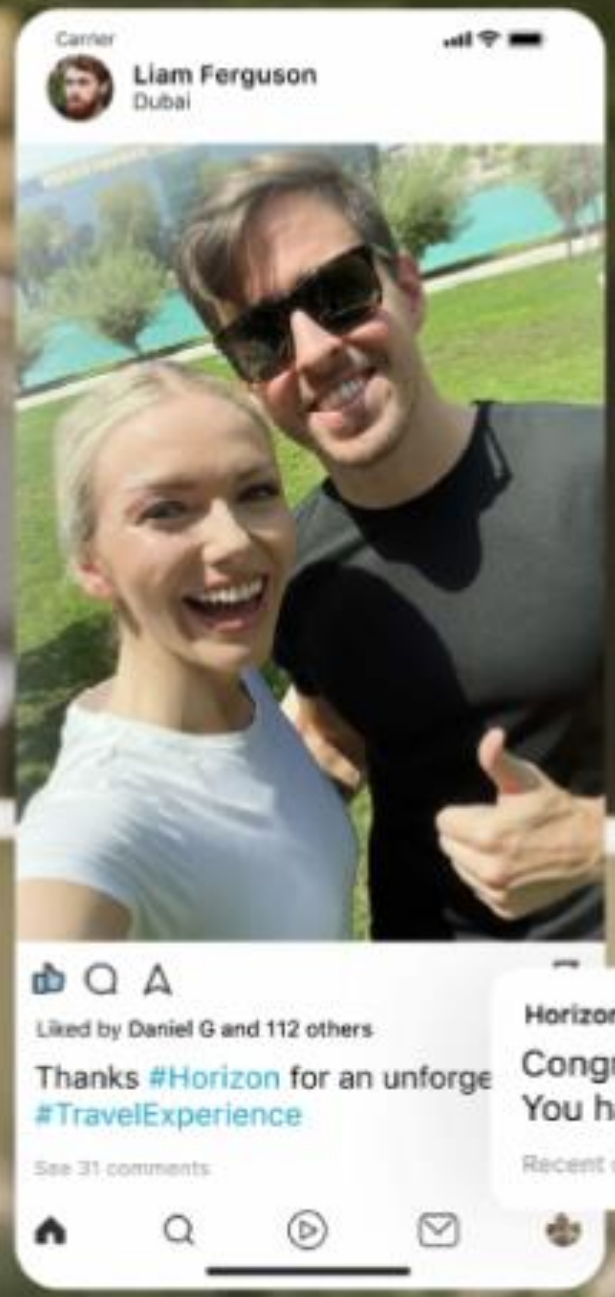
To boarding



I won a voucher
with our video!

 Horizon Airlines now
Congratulations!
Hi Olivia, the amount of likes on
your video has won you a voucher
[Click here to redeem](#)





Transformed consumers... transformed airlines?

create innovative customer experiences everywhere

willingness to pay

search for inspiration

digital & quick



Amazon or Netflix fan

social media commerce

digital



how to become a retailer?

transition

revenue growth

customer happiness

cost efficiency



how to create value add?

business continuity



NDC

control reach & content

A journey towards Total Offer Management ...

Vietnam Airlines
"Offer"

Merchandizing capabilities

New channels through NDC

Rules-Based Dynamic Pricing

AI driven Dynamic Pricing

- **Dynamic Bundling?**
- **Product Recommender?**

Total Offer Management



13 Dec 2022 news

**Amadeus partners
with Finnair to make
airline retailing
transformation a reality**

Personalization

End-to-End personalization

Offer personalization is a great start and we can go further

1

Personalized Offer
make it relevant

2

Personalized Service
**white glove
experience**

3

Personalized Digital
interaction
make it easy

4

Personalized Loyalty
experience
make it pay

Retain customers & drive lifetime value

Humanise experience

Empower human decision, recognize your VIP customers and offer a white glove service

Reduce churn risk

Identify customer at risk to churn to apply mitigation strategy



Service Console

James Durant

James Durant
+33622334455
jdurant@email.com

Loyalty information
FF#:
Tier:
Status:
Points:

Customer profile insights
Customer flags: VIP
Preferred language: fr

Booking history
NCE to LHR - 19Mar21 (\$4CMGZ)
0E 9019 Dep: 06:15 GMT
Arr: 07:30 GMT (9May21)
CONFIRMED

Claims

Search

Last 6 months

18FEB2022 #00001118

Details

Description: Passenger ask for VGML, provide bag instead. add voucher on top.

Channel: CALL_CENTER

Messages List

Passenger	Priority	Category
DURANT / James	High	Operational
DURANT / James	High	Non-Operational
DURANT / James	High	Non-Operational

Message Acknowledgment | Alert ID ENYSbcsGmM

Action Taken

- Requested Action
- Alternative Action

Next Action

- Keep Alert Activated

ALLAG Lamy
Female
France (FR)

15OCT1992 29 y.o.

No Frequent Flyer information available

Customer metrics

600\$ customer value (new model)

65 customer value

churn risk

FR preferred language

Feedback:

Acknowledge

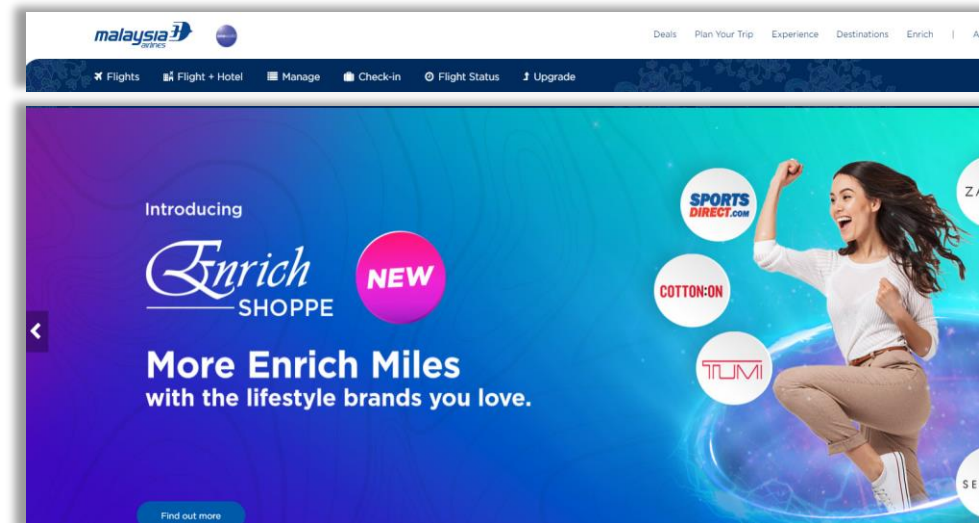
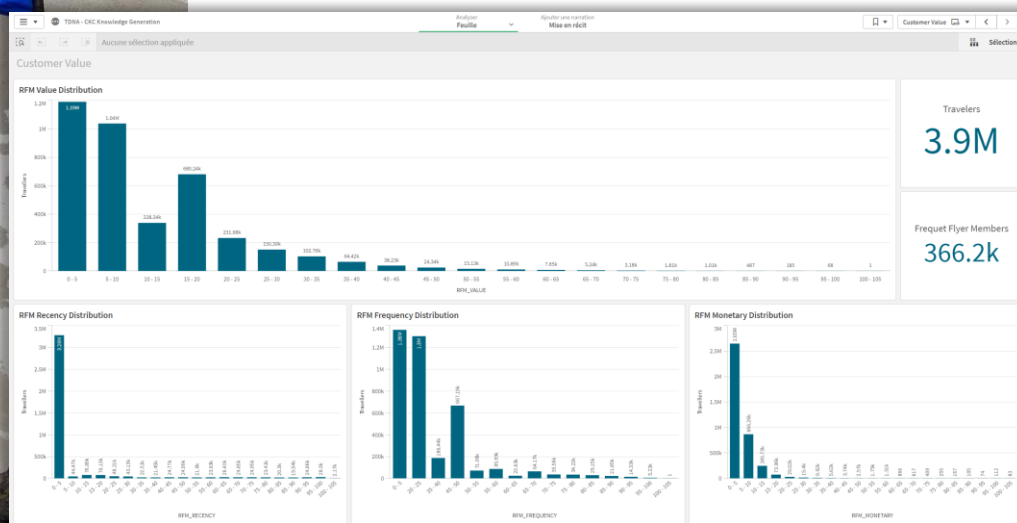
Know your customers

Design Loyalty

Fine-tune your loyalty tiers with customer value insight from your full customer audience

Qualified Prospects

Target high value customers who did not enrol through your portal and through dedicated campaigns



Personalizing Customer Interactions

“Identify travelers, build profiles & create real-time intelligence enabling personalized interactions that are relevant in that moment.”

RREAL TIME

RELEVANT

PERSONALIZED

Operations & Disruption Management



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Need for robust scheduling

Network Planning creates **schedule to optimize profitability** but may not consider day-to-day variability and disruptions.

Schedules that optimize profitability may not result in overall cost of operations or may not deliver right service quality.

Network simulation provides a laboratory where:

- Schedules can be stress tested against variability and disruptions.
- Optimal schedule changes can be made to improve service quality.



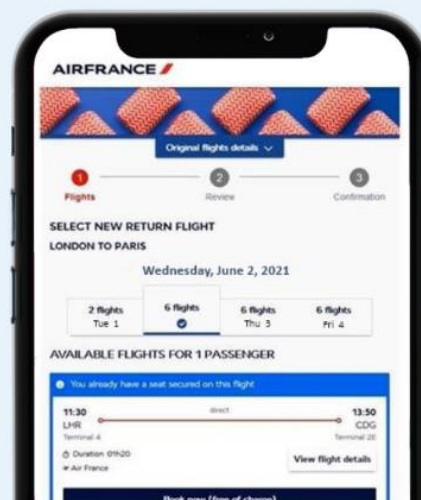
Disruption recovery is a race...

Foster **Personalization & Automation** together, in order to review and implement a recovery plan in the best timeframe.

Regain Control of disruption. Monitor and evaluate by using data across your IT landscape

Key Considerations

- How does the airline use **Itinerary & Value** to determine best solutions
- How does the airline manage **network/sub-network/hub-based** views
- How does the airline **empower passengers' choice** in times of disruption



Today, the airline can instantly notify passengers on their phones with push notifications about the disruption and invite them to go online to:



1. **Acknowledge** the rebooking done by Air France



2. **View alternative** flights



3. **Compare available** alternatives in full compliance with the airline's business rules



4. **Rebook** the trip with just a few taps or clicks using their preferred device

In summary ..

Offer Retail and Order Transformation is a reality

Personalizing Customer Interactions is Key

Optimizing Schedules & Disruption Management




Amadeus Airline Offer & Order Solutions

AIRLINE TOUCHPOINT ENABLEMENT
 Innovative experiences to travelers anywhere



TRAVEL SELLER ENABLEMENT
 Control content and reach




OFFER MANAGEMENT
 Rich dynamic offers



ORDER MANAGEMENT
 Modern retailing order management system



PAYMENT MANAGEMENT
 Towards invisible payments




DELIVERY MANAGEMENT
 Seamless journey to boarding



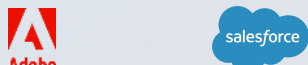
LOYALTY MANAGEMENT
 Retention initiatives and programs to increase customer lifetime value

Creation Platform
 Traveler & Personalization | Data & Intelligence | Ecosystem, Connectors & APIs | Events and Operational data | Studio Platform Management | Marketplace

Strategic partners



Premium partners



Partner Network



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Any questions?

