

DIGITAL AIRLINE DRIVE PERSONALIZED CUSTOMER EXPERIENCE



INTRODUCTION

The emerging wave of digital technologies is changing the way Airlines and consumers interact and the way Airlines manage operations. Digital has disrupted Airlines more than any other technology-driven change in the recent past – with many Airlines struggling to adapt and compete with “born digital” companies. Expectations of personalized interactions, real-time decision-making and data-driven decisions are pushing Airlines to transform themselves to compete in this Digital Era.

HCL's approach towards Digital enables Airlines achieve the capabilities which can help them drive a differentiated customer experience and a highly optimized and efficient operation. These capabilities include:



Booking



Pre Check In



Airport
Experience



Flight
Planning



In-flight



Crew



Arrival



Baggage/
Cargo



Post Trip



Maintenance

Being at the forefront of Digital transformation, the Airline industry has opportunities to drive change in both Customer Engagement and Operations including Omni Channel Commerce, Ancillary Revenue, Digital Crew and Predictive Maintenance among others. Unfortunately the pressure to go Digital quickly is driving Airlines to implement silo point solutions which will hamper their ability to keep changing in the fast changing Digital world.

As you read ahead, you will get to see HCL's unique platform-driven approach that provides the right foundation for Airlines to drive Digital into every facet of their operations and provides them the flexibility to keep evolving to meet the ever changing customer demands. Utilizing this approach can help Airlines set the foundation for incorporating Digital into every facet of their Operations and, differentiating themselves from their competitors.



DIGITAL AIRLINES

CHARACTERISTICS <

- 1 Real-time Customer Experience
- 2 Big Data Analytics
- 3 Automated Processes
- 4 Extreme Business Agility
- 5 Proactive Risk Management
- 6 Constant Innovation

DIGITAL DNA



POSSIBILITIES

Near Term



Mobile Devices

Cloud

Social Media

API

Mid Term



Mobile Payments

Virtual Reality

Hyper Location
and Indoor
Mapping

Long Term



Biometrics

Robotics

Virtual Currencies

ENABLING TECHNOLOGY



IMPACT

Personalized Omni Channel Experience

Predictive Analytics

Ancillary Revenue

Location-based Services

Digital Crew

GAME CHANGERS



THE DIGITAL AIRLINE DNA



Powered by
Modern Architecture

Web-oriented Architecture

Responsive Design

API/SOA

Real-time Data Services

Digital First Architecture



Driven by
Standardization

Governance for IT Tool Selection

Standards-based Integration

Standards-based APP DEV

Open Architecture

DEV OPS



Empowered by Consolidation
and Integration of Apps, Data

Single View of Customer

Data as a Service

API-based Consumption

Lightweight SOA

Third Party Integration



Enabled with
Customer Experience Apps

Omni Channel Experience

Eco-system Enablement

Unified Experience

Real-time Engagement






Location-based Services



DIGITAL CUSTOMER EXPERIENCE

 <p>Booking</p>	 <p>Pre Check In</p>	 <p>Airport Experience</p>	 <p>In-flight</p>	 <p>Arrival</p>	 <p>Post Trip</p>
<p>Personalized Omni Channel Experience</p> <p>Ancillary Revenue</p> <p>Partner Enablement</p>	<p>Ancillary Revenue</p> <p>Flight Alerts</p> <p>Way Finding</p>	<p>Location-based Offers (IoT/ Beacons)</p> <p>Partner Offers</p> <p>Way Finding</p>	<p>Personalized Interactions</p> <p>Wi-Fi and Entertainment</p> <p>Digital Passenger Management</p>	<p>Proactive Baggage Management</p> <p>Way Finding</p> <p>Digital Signage</p>	<p>e-Survey</p> <p>Social Media Interactions</p> <p>Goodwill Gestures</p>

DIGITAL OPERATIONS

 <p>Flight Planning</p>	 <p>Airport Operations</p>	 <p>Crew</p>	 <p>Maintenance</p>	 <p>Baggage/Cargo</p>
<p>Real-time Flight Monitoring</p> <p>Profitability and Route Analysis</p> <p>Digital Cockpit</p>	<p>Automated Disruption Management</p> <p>IoT-driven Airport Operations</p> <p>Real-time Information and Decision Making</p>	<p>Onboard CRM</p> <p>Digital Crew Management</p> <p>Electronic Flight Bag (EFB)</p>	<p>Predictive Maintenance</p> <p>Real-time Supply Chain Visibility</p> <p>Interactive Manuals</p>	<p>Proactive Baggage Management</p> <p>E-commerce/ Mobility</p> <p>IoT-enabled Containers</p>



IMPACT OF DIGITAL ENABLEMENT

CLOUDIFICATION

Migrating to Public/Private Hybrid cloud infrastructure can lead to savings of 12% to 30%

OPERATIONS OPTIMIZATION

Digital can lead to productivity and efficiency improvements of 8% to 20%

DIGITALIZATION

ANCILLARY REVENUE

Multi-channel contextualized offers can drive Ancillary revenue up to 25% annually

ANALYTICS/ REAL TIME DATA

Integration of Data and BI platforms can drive 5%-15% Savings. Use of integrated Digital Data (Web, Social, Mobile, Pax) can lead to increase in customer engagement

PROCESS AUTOMATION

Process optimization and automation for the enterprise can lead to enhanced operating performance and cost savings up to 5% to 8%



HCL'S DSI ECOSYSTEM TO TRANSFORM YOUR ORGANIZATION TO A DIGITAL ENTERPRISE

DIGITAL
DISCOVERY
TOOL SET



DIGITAL
ASSESSMENT
TOOL



ENTERPRISE
DISCOVERY
FRAMEWORK

VALUE
PROPOSITION

COMPONENTS

BENEFITS

1 APPLICATION MODERNIZATION

	Application Enablement	Infrastructure Enablement	Commercial Enablement
VALUE PROPOSITION	Rewrite, recode, translate, implement, upgrade, re-implement, SaaS	Public cloud, private cloud, SaaS cloud, self-supported	Cost/Consumption Model
COMPONENTS	Agile Applications	Future Ready Infrastructure	Flexible Engagement
BENEFITS			

SYSTEMS INTEGRATION APPROACH

2 DATA FABRIC

	Data model	Integration
VALUE PROPOSITION	Single data dictionary, single data flow	Minimum Viable Model
COMPONENTS	SVOC	Seamless flow of Data
BENEFITS		

3 DIGITAL TRANSFORMATION

	Omni Channel	BI & Analytics	Collaboration	Disruptive Technology
VALUE PROPOSITION	Mobile, Web, Ecommerce, Content, Multichannel	BI, Analytics, Big Data	Social and Enterprise Collaboration	M2M, 3D Printing, Industrial Internet
COMPONENTS	Revenue Impact	Decision Impact	Human Integration	Future Ready
BENEFITS				



DIGITAL AIRLINE SUCCESS STORIES

Mobile Baggage management platform provided 100% real time baggage status visibility and drove reduction in handling time by 20%.

(HCL's Baggage Operations Platform implemented at a Large US Airline)

Digital On-board platform to enable Passenger Management, On-board CRM and Crew Operations drove 12% productivity increase of cabin crew and increased customer satisfaction

(HCL's Digital Crew Solution implemented for a Global Middle Eastern Carrier)

HCL helped a leading airline transform inventory management in its maintenance division.

(HCL's Airline Operations Platform implemented at a Large US Airline)

Digital Maintenance (MRO) platform provided real time inventory visibility and drove \$25 Million annual savings

(HCL's Digital MRO solution implemented for a Large US Airline)



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