

Transforming Digital Commerce by Growing Mobile Sales by 100% in 6 Months for a Leading Global Airline in Europe

› Case Study



GOAL

A European full-service large global airline spanning over 160 destinations was looking for a digital transformation partner. The carrier wanted to boost digital presence, grow sales and ancillary revenues, and enable a consistent, omnichannel experience for passengers.

SOLUTION

Relying on our 2-decade-long airline domain expertise spanning 50+ airlines worldwide, we

- ◆ **Sales and Service Enablement:** Enabled the direct selling channels that generated over \$4 billion in annual revenues
- ◆ **Ancillary and Loyalty Enablement:** Enabled ancillary revenues by supporting loyalty services and multiple web services for holidays, excess baggage, and seat assignment
- ◆ **Omnichannel Enablement:** Enabled multiple selling channels for hyper-personalized and hyper-contextualized passenger experience
- ◆ **Real-time Interaction Management:** Implemented real-time interaction management solutions across all customer touchpoints
- ◆ Implemented state-of-art microservices architecture for the front-end channel site to further boost its scalability and stability
- ◆ **Content & Campaign Management:** Automated delivery of personalized emails and push notifications for travelers during pre-, mid- and post trip to improve upsell/ cross-sell results

SUCCESS

Mobile travel booking revenues increased by 100% in just 6 months. The launch of mobile web project saw a surge in visits by 13% and 30% rise in mobile bookings. A 60% uptick in mobile check-ins led to reduced load on desk check-in agents. We supported over \$800 million of ancillary revenues, unique ID identification of over 110 million customers, and personalization for over 55 million passengers.

100%

Mobile travel booking revenues increased

\$800

million of ancillary revenues

110

million customers

55

million passengers

For more information, contact marketing@niit-tech.com

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