



# Airlines deserve a breath of fresh

# **AIR: Airline Intelligent Retailing**

Exclusive preview, full report launching soon

Exclusive report from **Henry** Harteveldt, from the Atmosphere Research Group, named by Skift as a travel industry mover and shaker

Extensive interviews with forward-thinking airline Executive C+ and industry leaders, committed to transforming the industry and driving retailing innovation

#### Successful retailers •••

Customer obsessed

Omnichannel



Intuitive digital customer experiences

Clear value propositions

#### Airline retailing has 5 components, not 4 •••



Offer



Order



**Service** 



Settle



Delivery

### Airlines are at very early stage of their retailing transformation •••





## The C-Suite needs to see a clear ROI from the OOSSD transition ••••

Percent of airline executives who say their carrier's retailing transformation is somewhat/very important to their C-suite/Boards of Directors

Airline mid/upper-level management are currently the retailing transformation champions

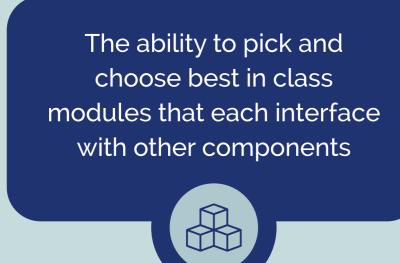


## This will be a gradual journey, not a one-off event ••••



This is a major transformation that requires commitment and long-term vision of three to five years with a payback period that is not immediate. An airline that doesn't have the C-Suite alignment on this will struggle to make progress." Managing Director, US airline

### Airlines need for this transformation ••••



Support both legacy systems and new retailing platforms



Ability to support real-time settlement with interline partners and third-parties



Close the data gap, to effectively track and associate purchases with passengers

