Airlines Data Analytics for Aviation Industry

SCENARIO

customer journey map

Entice
How does someone initially become aware of this process?

Enter
What do people experience as they begin the process?

Engage
In the core moments in the process, what happens?

Exit
What do people typically experience as the process finishes?

Extend
What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice			Enter			Engage			Exit			Extend		
Booking other travel	Visit website or app	Choose a city, dates, and number of people	Complete payment information	Email confirmation	Email reminder	Funding finance and investment	Airport development and expansion	Integrated transport planning	Revenue Management	Crew management	Fraud detection	Performance measurements	Inflight app experience	Personalized suggestions for booking flights
Most customers discover city tours as they are booking other Fairplane travel	A customer navigates to the city tours section of our website or app	The customer types a city, dates, and the number of people who will attend the tour to see what flights are available	They fill out their contact and credit card information, then continue	An email immediately sends to confirm their tour and provide details about where and when to meet their guide	One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable).	The global investment needs for airport expansion and construction, for example, are estimated at USD 1.8 trillion from 2015 to 2030.	Airport development projects are very large in scope	Policies to promote intermodal transport connectivity aim to enhance the mobility of people and businesses travelling or transporting goods through airports by making aviation, urban and last-mile transportation more seamless, efficient and affordable.	Revenue management (RM) is the application of data and analytics aimed at defining how to sell a product to those who need it, at a reasonable cost at the right time and using the right channel.	"Crew management is a complex task due to many legal constraints. For instance, if staff belong to a crew union, limitations include an allowed number of flight hours and days off, as well as a reimbursement in case of a labor law violation."	There are numerous fraudulent schemes, including paying with stolen cards, claiming reimbursement for "lost" baggage, creating fake online travel agencies, and so on.	This is where big data analytics can automate production of daily activity reports such as number of passenger flows per flight sector, distance flows.	Smartphones are revolutionizing customer experience across industries and airlines are leveraging the medium to provide 360-degree digital experience to this passenger while flying. Here are some ways smartphones have changed the way people fly.	When a past participant books new travel with us, we show them personalized flight recommendations in their own city.

Interactions
What interactions do they have at each step along the way?
People: Who do they see or talk to?
Places: Where are they?
Things: What digital touchpoints or physical objects would they use?

Entice			Enter			Engage			Exit			Extend		
Flight booking section of the website, iOS app, or Android app	Airlines leverage mobile apps to enhance the customer experience of their passengers.		City flights section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Flight locations tend to start in a specific public space (e.g. the steps of a statue in a town square)	Direct interactions with the guide, and potentially other group members	The customer looks for the group or guide, often from a distance as they walk closer	Transaction can be maintained easily.	Depending upon the passengers,the crew and pilots can be allocated properly.	"Leave a review" modal window within the profile on the website, iOS app, or Android app	It can be used to provide estimated performance measurements such as daily or weekly revenues for specific routes or sectors.	Recommendations span across website, iOS app, or Android app	Post-purchase screens website, iOS app, or Android app

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice			Enter			Engage			Exit			Extend		
Help passengers to get this flight booked	Help me avoid seeing places for the wrong dates, locations, or numbers of people	Help me see what they have to offer	Help me get through this payment part without too much hassle	Help me feel confident that my purchase is finalized and tell me what to do next	Help me make sure I don't forget about my flight timings so that I don't waste money or get disappointed	Help me feel confident about where to go	Help me feel good about my decision to go on this flight or places and to feel welcome	Help me leave the flight with good feelings and no awkwardness	Help me share the word about a great experience in flight	Help me see what I've done before			Help me see what I could be doing next	Help me see ways to enhance my new trip

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice			Enter			Engage			Exit			Extend		
Airports images videos, and explanations are exciting to see	It's fun to look at options and imagine doing each tour, like shopping for experiences		Excitement about the airline journey ("Here we go!")	Current payment flow is very bare-bones and simple	It's reassuring to read reviews written by past passengers	We've heard from several people that the reminder emails were essential, especially if they booked way in advance	Our airhostees tend to be so good that people are reassured when they meet their passengers		Passengers feel very comfortable when they leave the journey.	People love the journey itself, we have a 100% satisfaction rating			Passengers like looking back on their past trips	We think people like these recommendations because they have an extremely high engagement rate

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice			Enter			Engage			Exit			Extend		
People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend	Several people expressed "information overload" as they browse		People express a bit of fear of commitment at this step	Trepidation about the purchase ("I hope this will be worth it!")		Sometimes people are matched up with passengers that they don't really like	People may get aerophobia.		Customers report feeling review fatigue	People describe leaving a review as an arduous process			Uneducated people fear of booking flight.	Passengers may get annoyed due to checking process.

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice			Enter			Engage			Exit			Extend		
If you don't follow this path immediately after your booking, could we send a follow-up?	Could we automatically carry over the city from your booking? (e.g. via a cookie)		Provide a simpler summary to avoid information overload			How might we totally eliminate this awkward moment?			How might we make it clear that tipping is appreciated but not necessary?	How might we progressively disclose the full review so that each step feels more simple?			How might we extend the personal connection to the journey is over?	How might we help people celebrate and remember things they've done in the past?