

Airlines Data Analytics for Avaition Industry

SCENARIO

customer journey map



Entice

How does one first learn about this procedure?



Enter

What feelings do people have as the procedure starts?



Engage

What takes place at the crucial stages of the process?



Exit

What normally happens at the procedure is completed?



Extend

After the event is over, what happens?



Steps

What regular experiences does the person (or group) have?

booking additional travel

Most consumers learn about city excursions while making other Fairplane travel arrangements.

Website or app visit

A user accesses the city tours part of our website or mobile application.

Select the city, the dates, and the quantity of people.

To check what flights are available, the customer enters a city, dates, and the number of attendees for the tour.

comprehensive payment details

After providing their contact and payment details, they proceed.

Email confirmation

A confirmation email for their tour with information on where and when to meet their guide is sent right away.

Email reminder

All tour participants receive a reminder email the day before the tour starts. The email emphasizes the meeting location, time, and materials needed (if applicable).

Funding finance and investment

For instance, it is projected that between 2015 and 2030, the world will need to invest USD 1.8 trillion on airport expansion and building.

Airport development and expansion

The scope of airport development projects is fairly broad.

Integrated transport planning

By making aviation, urban, and last-mile transportation more fluid, efficient, and responsive, policies to promote intermodal transport can help improve the mobility of people and businesses traveling or transporting commodities through airports.

Revenue Management

When data and analytics are used to derive how to set a product to those who need it, at a fair price, at the correct time, and via the proper channel, the process is known as revenue management (RM).

Crew management

"Due to numerous regulatory restrictions, crew management is a challenging undertaking. For instance, restrictions on flight hours and vacation days as well as payment for the number of hours they are categorized as pilots or flight attendants are members of a union."

Fraud detection

There are several fraudulent tactics, such as using stolen credit cards, requesting compensation for "lost" luggage, setting up phony online travel companies, and so forth.

Performance measurement s

Here, big data analytics can automate the creation of daily activity reports that include information about the number of passengers flown on each flight/sector and the distance traveled.

Inflight app experience

Airlines are utilizing the medium to give passengers a 360-degree digital experience while flying as smartphones are revolutionizing customer experience across industries. Here are a few ways that smartphones have altered travel.

Personalized suggestions for booking flights

We provide prior participants with unique airline recommendations in their arrival city when they plan fresh trips with us.



Interactions

What encounters do they have along the route at each stop?

- **People:** Who do they interact with or see?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

The website's flight booking section, an iOS app, or an Android app

Mobile apps are used by airlines to improve the passenger experience.

City flights section of the website, iOS app, or Android app

Within the website, iOS app, or Android app is a payment overlay

email from a client (software like Outlook or website like Gmail)

Flight locations typically begin in a certain public area (e.g. the steps of a statue in a town square)

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As they approach the group or guide, the client frequently scans the area from a distance.

Transaction can be maintained easily.

The staff and pilots can be distributed appropriately based on the number of passengers.

The profile on the website, iOS app, or Android app will include a "Leave a review" modal window.

For particular routes or sectors, it can be used to generate estimated performance statistics like daily or weekly revenues.

Website, iOS app, and Android app recommendations are all included.

Website, iOS app, or Android app post-purchase screens



Goals & motivations

What is the person's main objective or driving force at each stage? ("Help me," "Avoid me," or "Help me")

assist travellers in booking this flight

Please assist me in avoiding viewing sites for the incorrect dates, areas, or population sizes.

Please make their offerings visible to me.

Please make this payment process as easy as possible for me.

Please inform me what to do next and give me some assurance that my transaction has been completed.

Help me remember my flight times so I don't lose money or be disappointed by doing so.

Please make sure I know where to go.

Please make me feel welcomed and good about my decision to take this flight or visit these attractions.

Please let me get off the plane feeling nice and without any awkwardness.

Help me spread the word about a wonderful flight experience.

Help me understand my previous behaviour.

Please guide me toward my possible next steps.

Please suggest how I can improve this new journey.



Positive moments

What actions are typically joyful, fruitful, entertaining, inspiring, lovely, or exciting?

It's amazing to see airport photographs, films, and explanations.

Looking through possibilities and imagining yourself on each tour is enjoyable, much like buying experiences.

Excitation regarding the aircraft trip ("Here we go!")

The current payment flow is fairly basic and straightforward.

Reading testimonials from previous clients gives you peace of mind.

Many individuals have told us that the email reminders were necessary, especially if they made their reservations far in advance.

Our airhostesses typically go above and above to make their passengers feel comfortable.

When passengers exit the vehicle, they feel tremendously at ease.

People adore the journey itself, and they are completely satisfied.

Passengers like looking back on their past trips

Due to their extraordinarily high interaction rate, we believe that people like these recommendations.



Negative moments

What actions would a typical person find difficult, annoying, upsetting, expensive, or time-consuming?

Sometimes people fail to enter their dates or numbers, which results in them learning about trips they can't actually attend.

As they browsed, several folks referred to "information overload."

At this stage, some people admit to having some commitment anxiety.

Anxiety regarding the purchase ("I hope it will be worthwhile!")

Sometimes individuals are paired with passengers they don't particularly enjoy.

Aerophobia is a possibility.

Customers claim to be review fatigued.

People say it's difficult to leave a review.

Uneducated people fear of booking flight.

People are under peer pressure to acquire a guide when someone else doesn't want one, which makes them feel strange and nervous during the check-in procedure. The contrary



Areas of opportunity

How can we improve each step? What concepts exist? What have others suggested?

Could you send a follow-up if you don't take this route right away after making your reservation?

Could we automatically carry over the city from your booking? (e.g. via a cookie)

In order to avoid information overload, provide a shorter summary.

How can we completely get rid of this embarrassing situation?

How can we make it obvious that leaving a gratuity is always welcome but not required?

How can we gradually reveal the results of the review so that each step seems easier?

How can we maintain a personal connection when the adventure is complete?

How can we encourage individuals to honour and remember their past deeds?