Airlines Data Analytics for Aviation Industry

SCENARIO

customer journey map

Phases

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 — Most customers discover city tours as they are booking other Fair plane travel	**Complete payment information** — They fill out their contact and credit card information, then continue	**Funding finance and investment** — The global investment needs for airport expansion and construction, for example, are estimated at USD 1.8 trillion from 2015 to 2030,	**Revenue Management** — 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.	**Performance measurements** — This is where big data analytics can automate production of daily activity reports such as number of passenger flown per flight/section, distance flown.
Visit website or app — A customer navigates to the city tours section of our website or app	**Email confirmation** — An email immediately sends to confirm their tour and provide details about where and when to meet their guide	**Airport development and expansion** — Airport development projects are very large in scope	**Crew management** — "Crew management is a complex task due to many legal constraints. For instance, if staff belong to a trade union, limitations include an allowed number of flight hours and days off, as well as reimbursement in case of a labor law violation."	**In flight app experience** — Smartphones and revolutionizing customer experiences across industries and airlines are leveraging the mature mobile to provide 360-degree digital experience to the passenger while flying. Here are some ways that passengers have changed the way people fly.
Choose a city, dates, and number of people — The customer types a city, dates, and the number of people who will attend the tour to see what flights are available	**Email reminder** — 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).	**Integrated transport planning** — Policies to promote inter-model 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.	**Fraud detection** — There are numerous fraudulent schemes, including paying with stolen cards, claiming reimbursement for "lost" baggage, and so on.	**Personalized suggestions for booking flights** — When a past participant books new travel with us, we show them personalized flight recommendations in their chosen 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 touch points or physical objects would they use?

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

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

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

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	People express a bit of fear of commitment at this step	Sometimes people are matched up with passengers that they don't really like	Customers report feeling review fatigue	Uneducated people fear of booking flight.
Several people expressed "information overload" as they browse	Trepidation about the purchase ("I hope this will be worth it!")	People may get aerophobia.	People describe leaving a review as an arduous process	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?	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 extend the personal connection to the journey is over?
Could we automatically carry over the city from your booking? (e.g. via a cookie)			How might we progressively disclose the full review so that each step feels more simple?	How might we help people celebrate and remember things they've done in the past?