SINGAPORE AIRLINES AppChallenge

How might we use Artificial Intelligence to recommend destinations and ancillary services to customers during the flight booking process, based on their profiles and preferences?

BACKGROUND AND CONTEXT

Not every customer has the same travel needs, and we want to give them greater choice and flexibility in the early stages of planning for a more seamless travel experience! While booking a flight on the Scoot website or mobile application, customers have the option to purchase ancillary add-ons like baggage, inflight services, F&B, accommodation & attractions depending on the destination, time and duration of travel.

We are looking to be like the 'Netflix' of travel where we can use data to anticipate and better tailor our offerings to customers booking a flight with us - whether they are travelling as a family, couple or an individual. With the use of Artificial Intelligence & Machine Learning, we can gain insight into the customer's unique preferences through their booking information and historical data, to provide customers with intelligent recommendations on destinations or ancillary add-ons they may be interested in

CHALLENGE HOST

scoot

Scoot is the low-cost airline of the Singapore Airlines Group. With Singapore Airlines' (SIA) codeshare agreement with Scoot, you'll enjoy a budget-friendly way to connect to over 30 destinations outside of Singapore Airlines' networks.

Website: https://www.flyscoot.com

STUDENT TRACK

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WHAT SHOULD YOUR SOLUTION COVER?

Your digital driven solution should focus on the following areas:

AI engine to identify preferences and make recommendations	**Content Readiness and Scalability**	**Integrability and User Data Security**
The solution should help us to extract, analyse, and generate business insights using the customer's booking information and historical transactions to predict customer's preferences and needs.	The solution should be scalable and able to produce content in real-time.	The solution should be capable of integrating with the Scoot website / mobile application.

Pain Points:

- NIL

Opportunities:

- Upselling and cross-selling of add-on purchases during flight booking

Constraints:

- NIL

Target Users:

- Customers booking flights on Scoot website / mobile application

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DESIRED OUTCOME

An AI recommender system for add-on ancillary purchases prior to flight.

- To elevate the customer experience and retain customer loyalty by giving them the added convenience in planning for their travel.
- Uptake in ancillary sales conversions will help maximise airline revenue and contribute to Scoot's bottom line.

EXCLUSION CRITERIA

- NIL

EVALUATION CRITERIA	
Innovation & Creativity	• Does the submission solve the challenge statement in an innovative and creative manner?
Digital Technology Application	• Does the submission smartly use digital technology in solving the challenge?
Business Value	• Does the submission: ○ Reduce cost; and/or ○ Save time; and/or ○ Drive user retention; and/or ○ Grow revenue
Operational Feasibility and Scalability	• How easy is it to deploy and scale the solution?
User Experience	• Is the submission designed around the target users' needs?
Presentation Delivery	• Does the solution: ○ Reduce cost; and/or ○ Save time; and/or ○ Drive user retention; and/or ○ Grow revenue; and/ or ○ Raise brand awareness