# **DIGITAL TRANSFORMATION: AIR INDIA**

**GROUP PROJECT- B**

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**A quick glance of conclusion about the Group-A project:**

The proposed transformation of Air India's business model encompasses a holistic approach aimed at revolutionizing both customer engagement and operational efficiency. By leveraging data-driven personalization and AI-driven services, such as chatbots and rewards programs, the airline is poised to provide an unparalleled customer experience. Simultaneously, the adoption of cutting-edge technologies, including cloud-based web design, real-time passenger updates, and advanced analytics, will streamline operations and bolster the airline's competitive position. Additionally, employee training and maintenance improvements, supported by AI forecasting and VR-based training, will enhance employee performance and supply chain reliability. This comprehensive strategy, complemented by strategic collaborations with technology leaders, lays the foundation for a more efficient and customer-centric future for Air India.

**Digital Vision (A strategy for digital transformation):**

Air India's digital transformation strategy focuses on enhancing customer engagement, operational efficiency, and overall competitiveness in the airline industry. The first phase centers on leveraging customer data to provide personalized recommendations and exclusive offers, deploying AI chatbots for real-time assistance, and introducing a customer rewards program. The second phase aims to modernize operations by implementing a robust Departure Control System and Passenger Service System, offering a smartphone app for check-ins, dynamic pricing strategies, and real-time reporting dashboards. Employee training and inventory management will be enhanced through digital modules, VR, and AI demand forecasting.

Additionally, financial models driven by AI and collaborative efforts with technology firms will support cost optimization and system modernization. Change management and ongoing monitoring are integral, ensuring a smooth transition and constant improvement. The strategy is designed to make Air India more competitive and customer-centric, with a focus on innovative digital solutions, efficient operations, and compliance with industry standards for long-term success.

**Impact of this transformation on the firm’s competition and the entire air lines industry:**

The transformation outlined for Air India will have a profound impact on the firm, its competition, and the entire airline industry. First and foremost, Air India will significantly enhance its competitive edge by delivering an exceptional customer experience. The introduction of personalized recommendations, AI-powered chatbots, and a customer rewards program will set Air India apart in the industry, attracting and retaining more customers. The improved digital services and offerings, such as the cloud-based web design, enhanced in-flight entertainment, and high-speed internet, will make Air India more appealing to travelers. The focus on operational efficiency through digital systems like DCS and PSS, dynamic pricing, and real-time reporting will reduce costs and improve overall efficiency. Furthermore, the commitment to employee training and development will create a motivated and skilled workforce, further enhancing the quality of service. As a result, Air India will likely experience increased market share, revenue growth, and a stronger position within the airline industry.

In terms of competition, Air India's transformation will put pressure on other airlines to innovate and invest in their digital infrastructure. To stay competitive, rivals will need to adopt similar technologies and strategies to meet evolving customer expectations. This digital transformation could lead to a more customer-centric and tech-savvy industry, benefiting passengers across the board. As airlines compete to provide superior customer engagement, efficiency, and employee training, the industry as a whole will likely see improved services, streamlined operations, and more innovative offerings. Airlines that fail to adapt may lose market share and struggle to keep pace with their digitally transformed competitors. Overall, the digital transformation of Air India has the potential to raise the bar for the entire airline industry, ultimately benefiting consumers and promoting innovation in the sector.

**Responses to these impacts:**

***Customer’s response:***

Customers are likely to respond positively to the impacts of Air India's digital transformation. The enhanced customer engagement and personalized offerings will lead to greater satisfaction and loyalty among passengers. Travelers will appreciate the convenience of the new digital services, such as real-time updates and mobile check-ins, which make their journeys more seamless. The introduction of a customer rewards program will incentivize repeat business and attract more frequent flyers, as they can now earn perks and benefits. The improved in-flight entertainment and high-speed wireless internet will further enhance the travel experience, making Air India a more appealing choice for passengers. As a result, customers will have a higher level of trust in the airline's ability to meet their needs, leading to increased customer retention and positive word-of-mouth recommendations.

***Operation’s side:***

Operations will need to adapt and evolve. Operations teams will need to be prepared to manage the increased demand and data flow resulting from the digital transformation. This may involve investing in additional resources, such as server capacity, data analytics tools, and trained personnel. Additionally, the implementation of AI-driven systems for inventory management and demand forecasting will require close collaboration with suppliers to ensure a timely and dependable inventory replenishment. The digital tools used for employee training will necessitate changes in training processes and materials, as well as ongoing support for employees to adapt to these new methods. The implementation of real-time reporting dashboards will require a shift towards data-driven decision-making, influencing the way operations are managed. Overall, operations will need to become more agile, data-centric, and responsive to customer needs in the wake of Air India's digital transformation.

Following the succe­ssful implementation of Air India's digital transformation, significant changes have­ taken place in operations. The­ operations teams have e­ffectively managed the­ increased demand and data flow by le­veraging prior investments in se­rver capacity, data analytics tools, and trained personne­l. As a result, AI-driven systems for inve­ntory management and demand fore­casting have enabled re­liable collaboration with suppliers to ensure­ timely inventory reple­nishment. Additionally, employee­ training now incorporates seamlessly inte­grated digital tools supported by adapted proce­sses and materials. Furthermore­, the introduction of real-time re­porting dashboards has enhanced decision-making with data-drive­n insights, ultimately improving operational efficie­ncy. Throughout this post-implementation phase, Air India's ope­rations have become agile­, customer-centric, and highly responsive­ to evolving digital demands, ensuring the­ir competitiveness in today's dynamic landscape­.