Co-Host of ATPS-APAC 2017
To begin with...

• Have you ever thought who is your perfect customer? What is the journey to become one?

• Do you incur losses because of the no-shows?

• What is the right product package for the client that will bring the most satisfaction?

• Who is a threat to your operation?
Connected world of IoT

- 4,917 BLN of mobile users - Jan 2017
- Multi-platform is the norm
- Numerous subscriptions
- Intelligent refrigerators, washing machines, houses
- Internet everywhere

We are immersed in technology that gathers data and is an insight into who we are.
Technology for analysis

- Processing power grew immensely
- GPU and parallel processing
- Computers do it better than people in a blink of an eye
- Humans lost in DOTA2 to an AI

When it comes to diversity of heroes, abilities, and powerful items, Dota boasts an endless array—no two games are the same. Any hero can fill multiple roles, and there's an abundance of items to help meet the needs of each game. Dota doesn't provide limitations on how to play, it empowers you to express your own style.

http://www.dota2.com/
Data is out there

• Social media
• Behaviour
• Purchases
• Chatbots

Nethone

• Devices
• Connection
• Source

ATPS Asia-Pacific
29th – 31st August 2017
Wide possibilities

Predict the weight of a passenger

Predict no-shows and manage your bookings better

Predict hotel, car and in-flight purchases

Automated and embedded in your system
Foundation has been laid

Device data and merchant data for better KPI performance

Frequent flyer prediction

Fast track for good customers

Prediction of taking a flight that will be delayed

Optimization of taxi times
Boost customer satisfaction with a personalized touch

Authentic and unique experiences create a social ripple effect

Deloitte 2017 Travel and hospitality industry outlook

- Identify the customer
- Upsell per person
- Sit the person right
- Precise push notifications
- Sell a full package
Traveler or a terrorist

KYC 2.0 - good customer, regular customer ... or a threat
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