Digital Transformation in Loyalty & Revenue Development

Jim Nation
Regional Sales Director, Travelport Digital
Mega Event Worldwide, Long Beach, 2018

- FIJI Airways
- SINGAPORE AIRLINES
- 38 Industry Awards
- 330+ Mobile Experts

- COLLISION SOLUTIONS
- easyJet
- 43+ Million App Downloads
- No. 1 Travel App (100 countries)

- tripsource
- ETIHAD AIRWAYS
- 775 App Store Promotions
- 4+ Average App Rating

- CAPITA
- Copa Airlines
- 75K Check-ins Every Day
- 200 Million Pushes A Year

Travelport Digital
The shift to a digital landscape
The ‘Mobile Culture’ Of Today Didn’t Exist 10 Years Ago
Omnipresent
98% of passengers carry a mobile while traveling. 70% take 2 or more smart devices.
Source: SITA: The Future Is Personal

Usage
More visits to the app than the websites in Italy and Ireland.
Source: Kenny Jacobs Ryanair CMO

Autonomy
Mobile is the fastest growing check-in channel.
64% would use an app to track their bags in real-time on their next flight.
Source: SITA Passenger Trends Survey

Hyper Localized
200% growth in mobile searches for “near me” (e.g. restaurants near me open now).
Source: Think With Google

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“Mobile allows us to personalize your experience in a way that no other technology before ever did”

Ramit Goyal: Senior Manager, Mobile, Growth and Platform Products. Dec 2017
Acquire. Delight Engage. Monetize

In a journey of a hundred touchpoints how airlines are making sure that they’re there at every single one, delighting the customer, building brand awareness and loyalty.
Mobile is not only *reshaping* the customer journey of today, it’s *rebooting* the entire travel experience in the process.
Mobile as an enabler

From journeys...
... to multiple touchpoints
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Of Passengers Using Mobile Boarding Passes

In Mobile Revenues 2016

28M+ Downloads

24% Of Passengers Using Mobile Boarding Passes

$600M In Mobile Revenues 2016
easyJet: Impact Of A Mobile (R)evolution

Revenue delivered through mobile channel*

FY 2015* = £468M*

FY 2016* = £600M*

22% YoY Growth

In Destination Purchases**

250% YoY Growth

Post Booking Ancillary Revenue Through Mobile**

62% YoY INCREASE

Source: *corporate.easyjet.com/** corporate.easyjet.com (June–Aug YoY comparison)
4.6M+ Downloads
4.5 App Star Rating
17 #1 Apple & Android Travel Apps
Selling to the passengers of the future

The impact of voice, AR and an OS centric future
You’ve changed!

“Don’t make me search”

Support the channel or combination of channels most convenient to me

Know me, where I am and what I’m doing
The age of Context:
Anticipatory will become the new UI
Context is quietly becoming the next app menu on mobile.
The age of context:
Touch will no longer be the primary interface

From blanket broadcast......
...to baggage belts
The age of context:
Personalisation based on location
Technology is reshaping the customer experience across the travel journey.

But the fundamentals remain the same.
Grab me for a chat later this evening.

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