



BOXEVER

RELATIONSHIP TIPS **FOR AIRLINES**

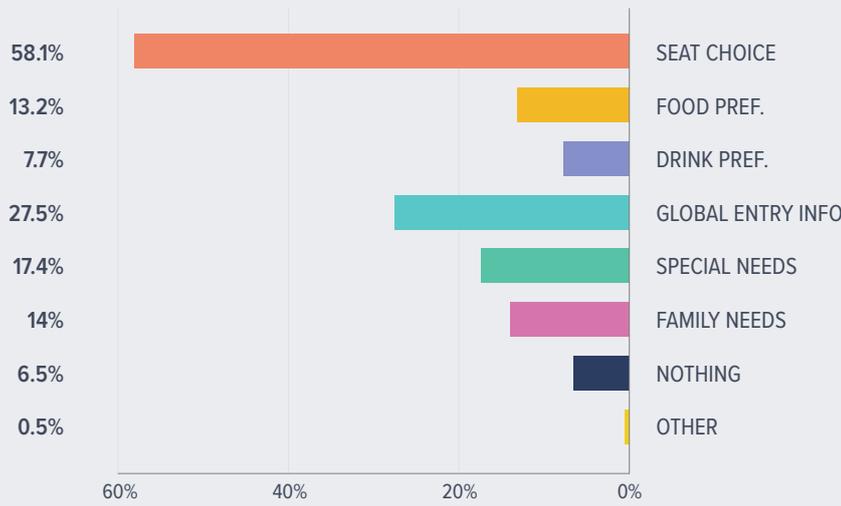
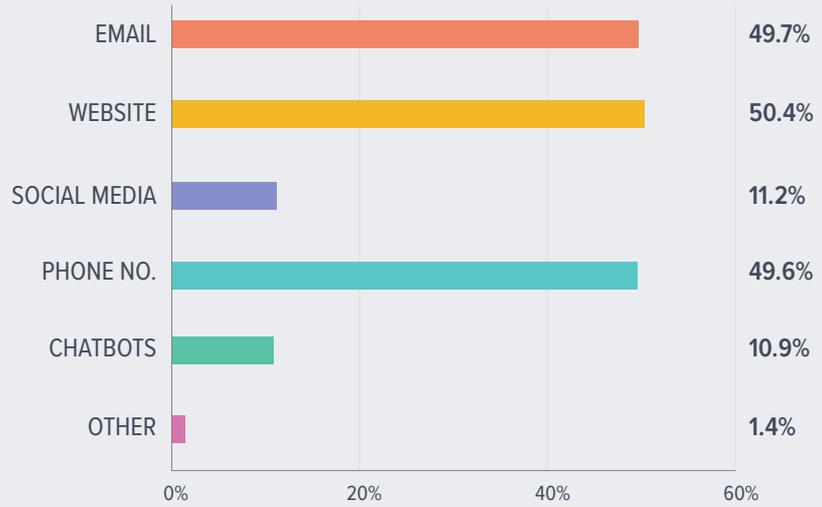
Boxever polled over 1,000 travellers to gather insight on the latest expectations of airlines - and the results were surprising.

AVIATION FESTIVAL
LONDON 2018

TRAVELLERS & AIRLINES - A RELATIONSHIP ANALYSIS

1 - HOW THEY WANT TO COMMUNICATE WITH YOU

New reports in 2018 have suggested that online customer service is still a weak area for airlines. Despite the buzz around chatbots, only 11% of respondents use them, while 50% prefer to reach out via email or phone.



2 - WHAT THEY EXPECT YOU TO REMEMBER

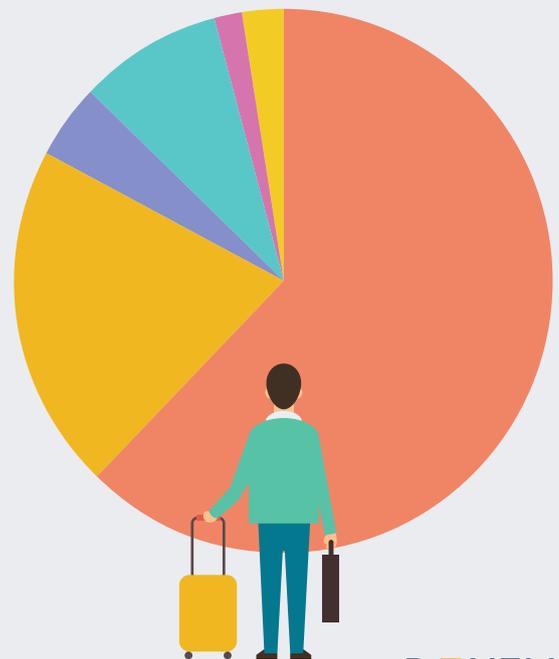
58% expect their airline to remember their seat preferences. 27.5% expect them to remember if they're a member of any fast-track arrival programmes. 17% expect them to remember specific requirements (for example extra space). 14% expect them to remember their family situation.

Additionally, younger Millennials and Gen Z who travel for business are more likely to book additional days for leisure, so offering options to extend their city stay will be appreciated.

3 - WHEN THEY EXPECT YOU TO RESPOND

62% of respondents expect to hear from their airline within 30 minutes when a problem such as a lost bag occurs. When problems have occurred, 35% of respondents said they had received support within 20 minutes. This is set to become the norm - if leading airlines are delivering rapid response customer service, soon everyone will have to follow.

30 MIN	62.3%	3 HRS	20.6%
12 HRS	4.5%	24 HRS	8.7%
3 DAYS	1.5%	1 WEEK	2.4%





4 - HOW THEY WANT TO BE REWARDED

35% of loyalty programme members said points were the most important reward. Other important rewards included flight upgrades (21%), priority check-in and boarding (16%), and fee waivers (15%).

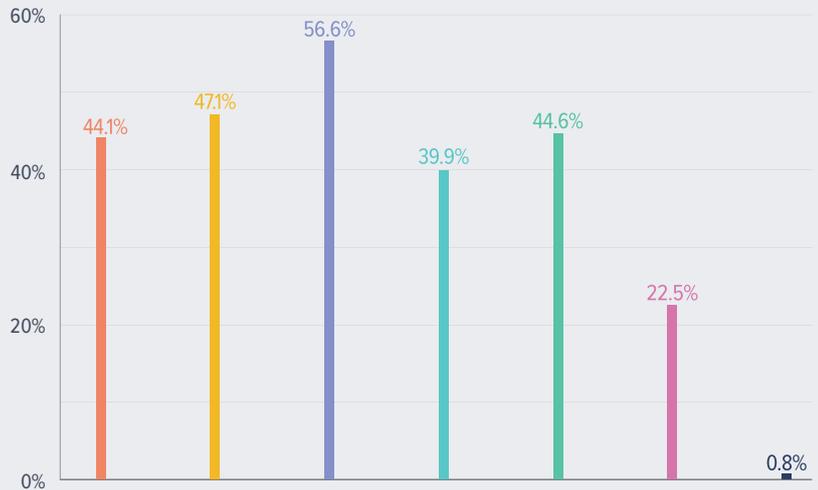
- — 34.7% AIRLINE POINTS
- — 21.4% FLIGHT UPGRADES
- — 15.8% PRIORITY CHECK-IN
- — 15% FEE WAIVERS (LUGGAGE)
- — 7.1% PERSONALISED REWARDS
- — 5.3% ACCESS TO VIP LOUNGES
- — 0.6% OTHERS



5 - WHAT BREAKS THEIR TRUST

57% would choose not to use an airline in the future because of hidden fees. 44% would opt for another airline after unexplained delays - communicating information to travellers to make sure they feel informed can help maintain the relationship.

- — 44.1% UNEXPLAINED FLIGHT DELAYS
- — 47.1% BUMPED FROM AN OVERBOOKED FLIGHT
- — 56.6% HIDDEN FEES
- — 39.9% LACK OF SUPPORT WITH LOST BAGS
- — 44.6% BAD SERVICE ON FLIGHT
- — 22.5% BAD SERVICE ONLINE
- — 0.8% OTHER



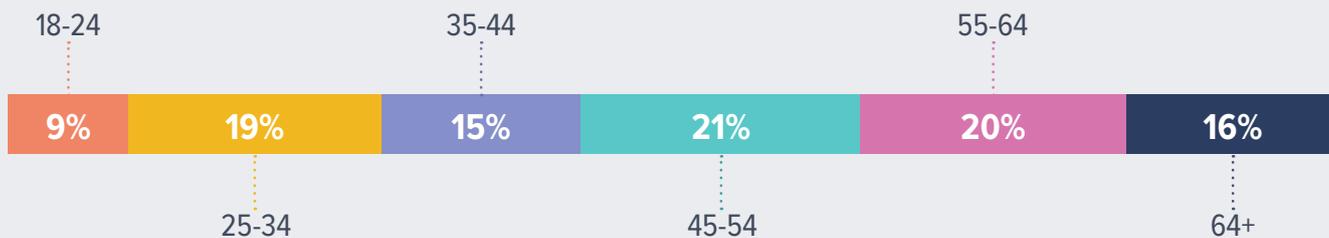
It's clear airlines have a balance to strike. First and foremost, they need to find ways to understand their customers' current expectations and quickly translate these into meaningful experiences. But they also need to look beyond the horizon and create new expectations for tomorrow's customer.

In this environment, it will be the airlines that make the smartest digital investments that will thrive. Technology can harness data to identify and understand customers, unlock trends, and empower an endless range of unique customer experiences in both the digital and physical world.

Boxever is on hand to help. We're a customer intelligence cloud that unleashes the power of data to drive more efficient marketing - and make every interaction smarter.

AGE & DEMOGRAPHICS OF PARTICIPANTS

AGE OF PARTICIPANTS:



DEMOGRAPHICS REACHED:



RECOMMENDED NEXT STEPS FOR AIRLINES

Airlines should consider these four steps as they look to improve customer relationships and drive bottom-line benefits through Personalisation:

1. IMPROVE YOUR DATA TO GET AHEAD

Data is the way in which you can translate 'customer centricity' efforts into real experiences. Look for ways to capture the right data. What experience do your customers want and need? What data do you need to deliver it? With the right data in place you'll be ready to apply AI and analytics to deliver the experiences that will impress your customers - and get you new ones.

2. START TO REALLY LISTEN TO YOUR CUSTOMERS

Delivering leading customer experience depends on really understanding trends and interrogating what your customer data is telling you about what they want. Be strategic with your customer data - use it across your business to define a customer experience strategy.

3. DON'T DISMISS 'TRADITIONAL' CHANNELS

They're still important - the trick is to understand how best to use them. Invest in exploring what different passengers want from each channel, and spend time making sure each fulfils its role.

4. START SMALL WITH PERSONALISATION - THEN TEST, LEARN, AND GROW

It's easy to look at mountains of data and not know where to start. Start small - pick a couple of use cases and focus on proving the value to both customers and the business. Set some metrics that will determine success, test and don't be afraid to throw out what isn't working for customers.





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