



HONGKONG AIRLINES
香港航空

Where
Hong Kong
Begins

Session C | Reshaping Customer Experience in the Digital Age

**Topic | Technology Presents Both
Challenges and Opportunities to Aviation Industry**

17th MAY, 2019

Introduction



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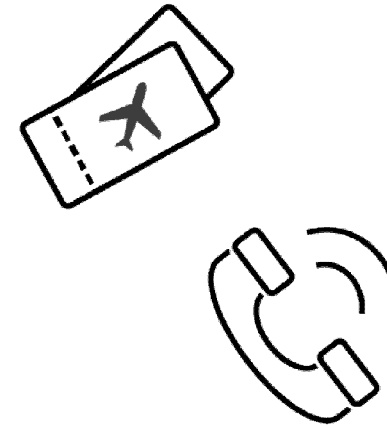
Introduction



Pre - Digital Age

- “ Travel Agent (Purchase of Ticket, Physical Ticket)
- “ → Airport (Check In Counter, Boarding Gate)
- “ → Inflight Services (Cabin Crew & Catering)

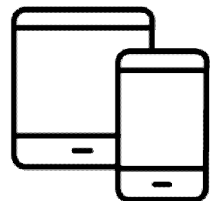
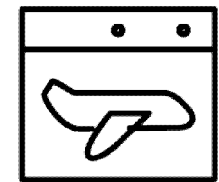
- “ Call Centre Support via Phone Calls



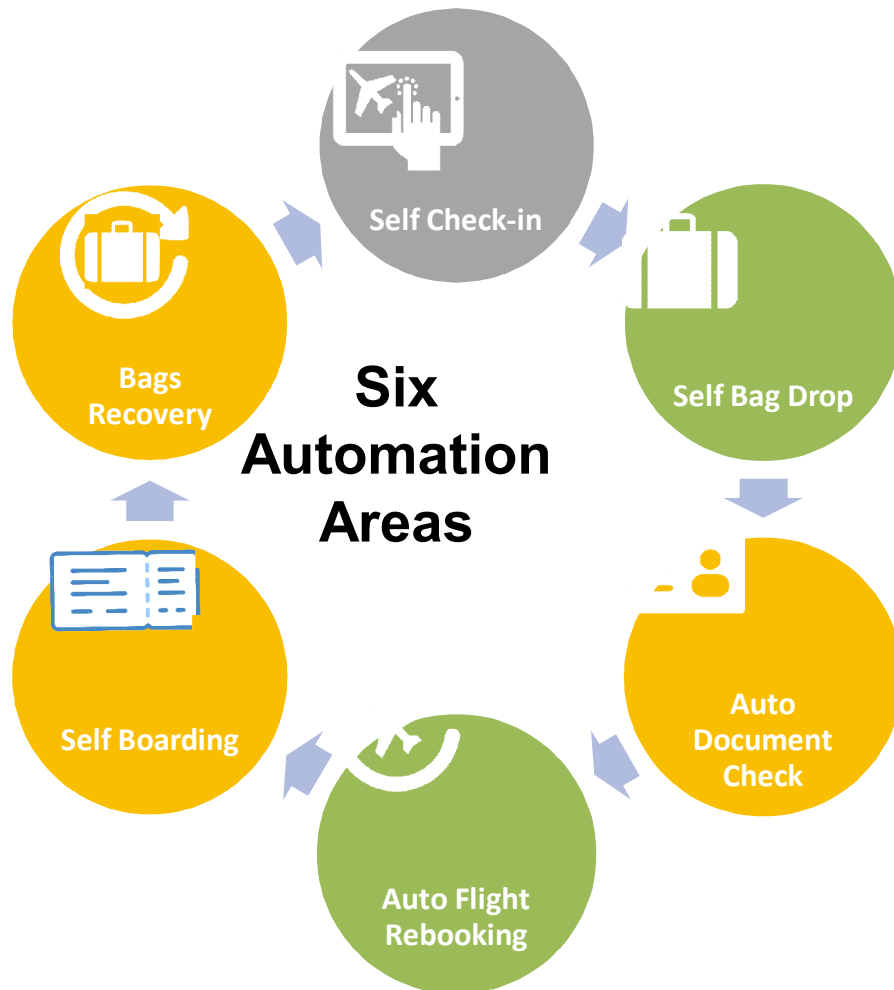
Digital Age

- “ Agent/Online Travel Agent/Website/App (Purchase of Ticket)
- “ → Online Check In
- “ → Airport (Check In Counter/Self Check In & Bag Drop, Smart Airport*, Boarding Gate)
- “ → Inflight Services (Cabin Crew & Catering, IFE)
- “ → CRM

- “ Call Centre Support via various channels (Phone Calls/SMS/Emails/Web Chat/Social Media)



Introduction



FAST TRAVEL PROGRAM

Congratulates

Hong Kong Airlines

For Achieving

GOLD

status in the Fast Travel Program

Baojian Zhang
Regional Vice President, North Asia

February 2017



Simplifying the Business
Delivering change in the air transport industry

Challenges



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Challenges



Social Media

- “ Transparent and more Direct Comparisons
 - Skyscanner, Expedia, Kayak, Ctrip, Fliggy, e.t.c.
- “ Higher Expectations of Customer Experience
- “ Intense and Increasing Competition
 - Lower Yield in Ticket Fare
- “ Online Reviews (Negative)
 - A post/tweet of bad experience
 - Hundreds of friends/followers (potential customers)
 - A share/like → Possibility of affecting millions
- “ Customers Less Loyal to Brands
- “ Quicker/Immediate Responses required



Challenges



- “ Too many Channels/Touchpoints
 - Face-to-Face, Phone Calls, Social Media, Websites, Apps, Emails, SMS, Letters, WebChats
 - Difficult to align same service level/quality

- “ High Cost for Rapid Adoption of New Technology
 - Extra High Cost for Aviation Industry (Licencing etc.)
 - Security always goes First
 - Airlines have been relatively **slow** to respond to the digital age.*

- “ High Data Cost
 - High cost for the purchase of Third Party Data (Monopoly Markets)
 - High cost for storing/sorting out/analysing Company Data (Various Vendors for various services)

Opportunities



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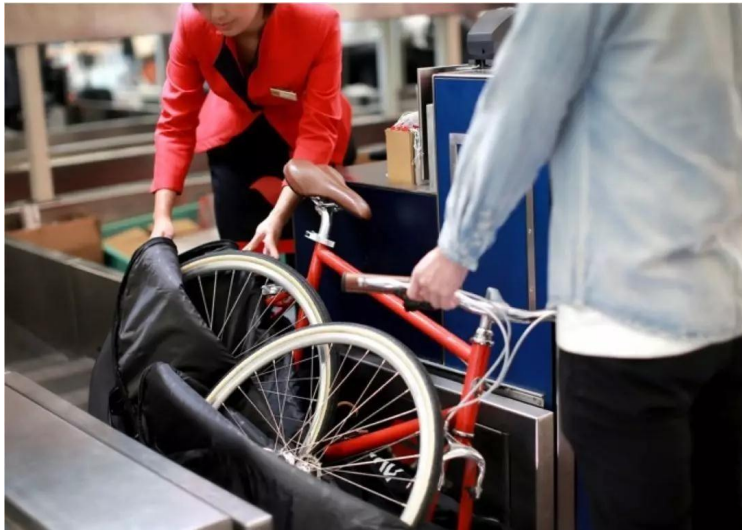
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Opportunities



- “ From Reactive to Proactive
- “ Embracing New Communication Channels
- “ More Interactive
- “ Customizing, Personalizing and Contextualizing Customer Experiences
- “ Be able to measure Customer Satisfaction throughout the customer journey
- “ Real Time Information Exchange
- “
More Engaging with Customers
- “ Good Stories (Social Media)
- “ **Seamless Customer Experience**

Opportunities



Arrive in Hong Kong and start your holiday right away
抵港後可即展開輕鬆旅程

New Products

Invented
to Enhance
Customer Experience

- Base on Reflections from various Channels
- Adaptation of Digital Age

SMC HK 19:26 97%

Back HKG Home

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Insights



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Call Centre/Customer Service

- “ Artificial Intelligence
-

IFE

- “ Virtual Reality
-

Airport

- “ Inside Airport Navigation (Dynamic WayFinding)
 - Where is the Gate? What is the nearest path to the Gate? How long does it take to get to the Gate?
 - What restaurants/shops are on the way? Early reservation/Pre-ordering
 - Real Time Updates



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Thank you