



Getting from Point A to Point B: Elevating the Traveler Experience

Delivering an exceptional customer experience is a priority for organizations in every industry. In the airline industry, this is especially critical given the number of digital and in-person touchpoints that can affect the traveler experience. With the amount of technology involved in the customer journey, new trends influencing customer expectations, and growing pressure in a fast-changing environment, airlines need the right support.

Consumers value speed and convenience above everything, and airline companies must deliver in spades to be profitable. From the initial booking stage on a website to receiving updates via mobile apps, digital screens in airports, and in-flight entertainment on the plane, ensuring that travelers can easily move from touchpoint to touchpoint without reducing the quality of their experience is vital.

In this whitepaper, we'll address:

- Why travelers are placing pressure on airlines
- The trends impacting the traveler experience
- How airline companies can deliver a better experience

Feeling the Pressure from Travelers

The digital experience has never been as important as it has been over the last two years and airlines need to ensure that they are providing the best experience for their customers. According to McKinsey, some of the common challenges facing airlines include “inconsistency in the customer experience across products, services, and digital; difficulty predicting customers’ sentiment without having to ask them; and time lags in going to market with updates, releases, and enhancements.”

That lack of consistency can be a deal breaker for eager passengers, especially as they’re already dealing with other issues outside of the digital realm. Airlines have also not had it easy in the year 2022 either, with many negative issues affecting the passenger experience.

In July over 150 passengers were forced to sleep in an airport terminal because their Qantas flights had to be diverted, and the crew reached their working-hours limit. In August, over 1500 flights were cancelled in the US in one day.

The reasons behind these cancellations and passenger inconveniences are varied and often outside the airlines’ control. From harsh weather conditions to not enough staff members to cope with demand, there are some things that airlines can’t effectively account for. However, these issues are still upsetting and damaging to the traveler experience.

To overcome these challenges and provide a better service, airlines need to make upgrades to things they can control; such as having the right digital strategy and technology to support the traveler experience. They also need to be aware of the numerous trends that can impact the passenger experience so that they can plan accordingly.

Trends Influencing Customer Expectations

While airlines need to cope with the current challenges affecting them, they also need to consider things on the horizon which may impact the traveler experience.

Contactless Experiences

In keeping with the touch-free trends that began due to the pandemic, airlines have continued to roll out contactless options to improve speed and efficiency. Touchless payments, check-ins, and additional self-service options have been on the rise recently, allowing passengers to have a seamless experience using only their mobile devices and QR codes.

Airlines should be aware of the popularity of these measures and also the freedom it provides for the customer. For example, contactless payments and in-flight entertainment options can make flights smoother, allowing flight attendants to cater to more passengers easily. In addition, concepts such as [Amazon Just Walk Out technology](#) can enable passengers to move through airports faster and shop for pre-flight essentials.

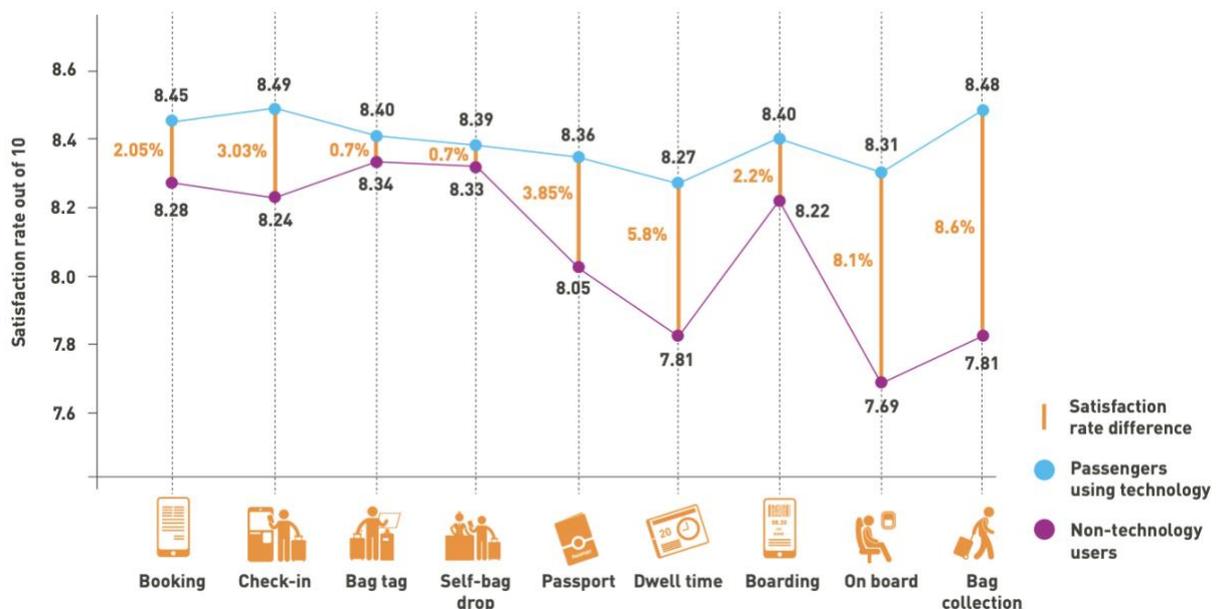
Digitalization of Everything

The traveler experience within the airline industry has more or less remained unchanged over the years despite the introduction of more technology. Airlines provide flight updates and the ability to check-in online but the customer experience isn't connected in an omnichannel way afterward. However, as the digitization of everything continues

at a breaking pace, airlines will need to adjust to cope with customer demand.

Traditional services such as travel agents that might have previously handled the booking process for passengers in years gone by have shifted almost entirely online. Passengers can now purchase tickets themselves or with the help of chatbots. The entire booking experience, from buying tickets to receiving flight updates, check-ins, and more, can all be completed via a smartphone.

Given the focus passengers place on convenience through their smart devices, airlines must create personalized and omnichannel experiences that span the entire digital journey, providing passengers with details that go beyond simply being helpful, but are instead tailored to an individual's specific needs



Source: SITA

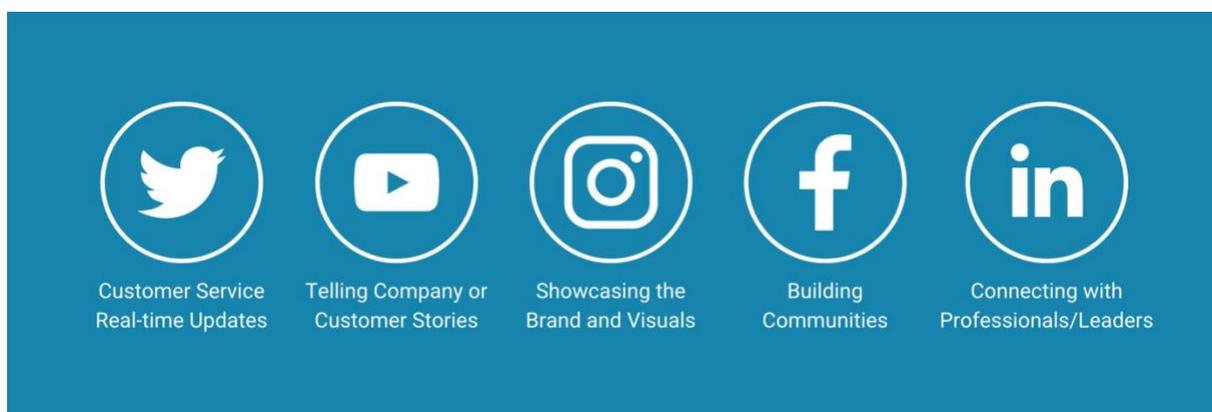
IoT and In-Flight Entertainment

The digitization of everything doesn't only stop after passengers have boarded the plane. In-flight entertainment has become even more personalized, with passengers wanting to view their own movies, TV shows, and more at their discretion rather than having to deal with a one-size-fits-all experience.

Airlines will need to embrace the internet of things (IoT) to deliver a connected experience for every passenger, allowing them to transition seamlessly from their own smart devices to those on the aircraft and even kiosks within airports.

Growth of Social Media

While many companies within the airline industry have often maintained a corporate tone, the modern age of social media means that more communication between passengers and airlines will happen using these channels. Staff members, from flight attendants to pilots, are becoming social media influencers, and airline companies will need to ensure that all channels produce content that remains relevant, consistent, and on-brand.



How Airline Companies Can Enhance the Traveler Experience

In order to provide passengers with a customer-centric experience and meet the requirements of current trends, airline companies will need to make some changes to how they embrace technology.

Here are some ways for airlines to enhance the traveler experience:

Update Legacy Systems

Existing legacy software systems may have worked for the airline industry in the past but to keep up with growing customer expectations in this current environment is impossible with outdated systems. Airline companies need the support of modern technology infrastructure that allows them to deliver content to multiple channels. It must also be easy for marketing teams and developers to work quickly to create that content and build engaging experiences for pre-, in-, and post-flight.

Personalization & Localization

Personalization for passengers needs to go beyond flight updates and reminders to check-in. It should also include delivering the right flight offers before they book their next travel destination. The seating and check-in options are pre-flight and entertainment recommendations during the flight.

With customers from multiple countries and backgrounds on flights at any given time, airline companies also need to create localized content at scale that takes into account the specific demographics, cultural differences, and preferences of every passenger as well.

83% OF AIR TRANSPORT CIOs AND IT
EXECUTIVES BELIEVE PASSENGER
DEMOGRAPHICS WILL IMPACT THEIR
DIGITAL STRATEGIES BY 2025

79% OF AIRLINES EXPECTED TO BE PROVIDING
LOCATION-BASED SERVICES AS OF 2021

Source: SITA

Structured Content

In order to provide a customer-centric experience, airlines also need to enable staff members to get their jobs done faster. Flight manuals, aircraft safety, and security measures, and other books and pamphlets that might have previously been in thick binders or scattered in PDFs in various systems need to be digitized and organized in a structured way to make them more accessible when needed.

Integrated Tech Stacks

Customer analytics and eCommerce are two critical areas that form part of the entire content experience within the airline industry. A streamlined eCommerce experience with the right offers to encourage customer loyalty and drive revenue is vital. In addition, airlines need to be able to leverage analytics to gather information to make delivering a personalized experience much easier.

Content Bloom: Helping Global Airlines Deliver Value for Their Passengers

With travel expectations growing, airline companies can't afford to let their customers remain frustrated by things outside of their control. Global airlines need to embrace digitization trends and work to deliver a personalized and engaging experience for their passengers.

Content Bloom is an enterprise digital consultancy that can provide the technical expertise and knowledge of digital trends to help airlines create the best experience for their customers.

We've undertaken a broad range of projects across the airline sector including:

- Complete website redesign and launch in 30 plus languages for one of Europe's largest airlines
- Building content-managed tools to update and supply content and media to inflight entertainment directly to physical planes
- Building airline focused business intelligence tools to support global marketing teams to publish and measure content faster



With our vast [array of services](#), companies in the airline industry no longer need to be concerned that they won't be able to meet passengers' needs.

CMS Migrations

Do away with slow and clunky legacy platforms that make managing content difficult and embrace modern systems that enable agile decision-making and content publication.

Content Management

Choose the right tools to manage content experiences, including headless CMS platforms that can make it easier to deliver to multiple channels while avoiding silos, enabling content reuse.

UI/UX Design

Optimize the user interface across channels with a research-backed design that improves the user experience and avoids online frustration.

Structured Content

Build a content hub that makes it easy to find the content you want when you need it, speeding up your time to market.

[Contact us](#) to find out more about how our array of services can help you fly higher.

About Content Bloom

Since 2011, Content Bloom has been implementing content managed solutions to create everything from web and mobile sites through to digital products and online marketing campaigns.

Creativity, technology, and digital marketing

Our expertise is a unique blend of creativity, strategy, and technology that accelerates digital performance, delivering value that exceeds our clients' expectations.

Delivering results that matter

Our expertly trained team of consultants, developers, designers, and engineers have amassed many years of experience developing enterprise solutions around the globe.

Our extensive experience ensures the highest quality deliverables throughout your project.

By focusing on quality, we've exceeded our clients' expectations and have enjoyed mutually beneficial, long-standing partnerships built on trust.

<http://www.contentbloom.com>