

The Airline Industry Post Pandemic

Recovery Story & Customer Service (CX) Enhancements

The global market for Airlines estimated at **US\$374.8 billion** in the year 2021, is projected to reach **US\$744 billion** by 2026, growing at a **CAGR of 12.7%**



The Airline Industry is making a gradual recovery post COVID-19

On an average, each US airline is leaving as much as \$1.4 billion in annual revenue on the table by not making improvements to their customer experience (CX)

Air Cargo - Global demand (cargo tonne-kilometers) **↑7.7%** vs August 2019 (**8.6%** for international operations)

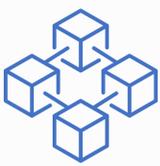
Steady increase in demand MoM - The IATA announced that both international & domestic travel demand showed significant uptick of **11.5%** in July '21 vs June '21

Strong GDP Growth - Domestic traffic driven by strong GDP growth of (**↑5.2%**) boosted by accumulated disposable cash, pent-up demand, and the absence of travel restriction

Pent up Demand - An average of **1.7 million** people were screened at airport checkpoints in **US**, the highest number since March 2020

Lifting Travel Restrictions - **100% point** spike in bookings from the UK to Portugal when the UK's "Green List" was announced in early May

5 Ways in which Technology is at the Forefront of Enhancing Customer Experience



Blockchain Technology

Apps are built around traceability of covid tests, loyalty program, baggage tracking, Identity management



Artificial Intelligence

AI-powered chatbots provide flight-related information to their customers & tailored attention to each traveler



Flight



Cab



Hotel



Luggage



Food



One Stop Platform

A super app, which aims to offer a simpler, faster and more convenient user experience for customers all in one single platform



Big Data

AI & ML with big data provide delightful experiences to customers from ticket booking, onboarding to in-flight experience



Virtual reality & immersive experiences

The airline industry's ambitious vision includes VR experiences for customers and fans across multiple digital platforms