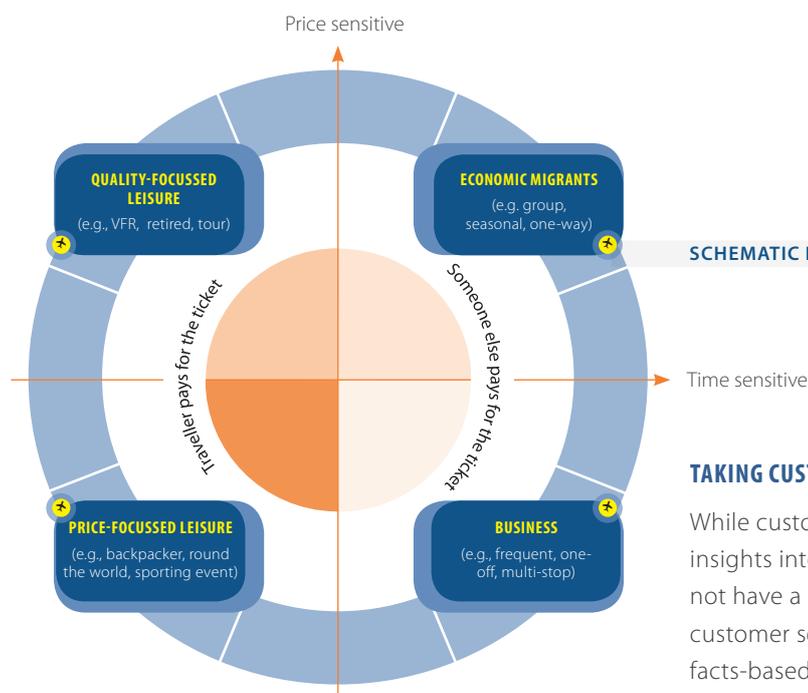




Don't fly blind Know exactly who your customer is

- Define customer segments by common booking, travel and purchase behaviours
- Assess the value of different customer sets and guide effective targeting of desirable segments
- Unlock customer insights with innovative analytics combined with proven management techniques



SCHEMATIC EXAMPLE OF THE DIFFERENT CUSTOMER SETS OF A GENERIC FSC

TAKING CUSTOMER UNDERSTANDING TO THE NEXT PLANE

While customers themselves can offer some of the greatest insights into how they perceive an organisation, many airlines do not have a deep understanding of their consumer. Yet behavioural customer segmentation technology can reveal a more complete, facts-based picture of an airline's customer, providing a deeper understanding about how they act; what their behaviour says about preferences and sensitivities; and how best to serve them.

- Behavioural customer segmentation technology (BCST) generates a comprehensive, facts-based profile of an airline's customer
- A deeper understanding of different customer segments can help an airline more effectively and efficiently target high-value customers, driving incremental revenue, increased ROI in the commercial budget and, in some areas, reduced costs
- While airlines are already gleaming some insight through their FFP (Frequent Flyer Program) data analysis, it is often a small and sometimes unrepresentative sample
- BCST shows airlines when valuable customers are available in the market, where to find them, how to target them, and whether competitors are more successful in attracting that customer

CUSTOMER CENTRIC THINKING

By placing the value of customer segmentation at the heart of the commercial organisation, all commercially-focussed activities can be driven by customer requirements. Whether looking in the immediate or longer-term, behavioural customer segmentation can be applied across a variety of areas.



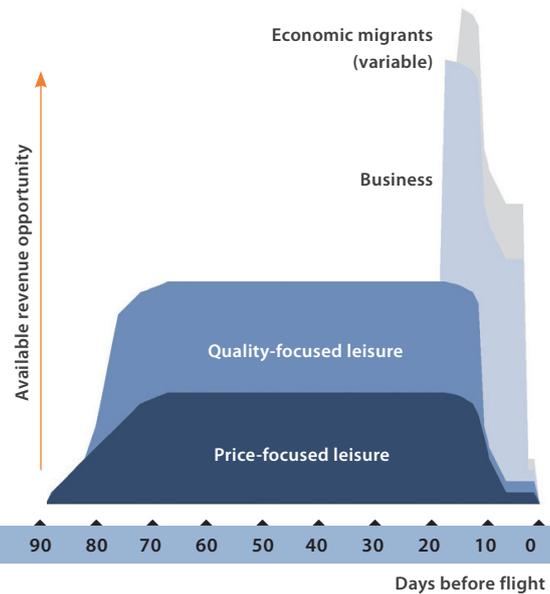
MARKETING

- » Use of booking horizons to effectively schedule promotions and sales to avoid destroying yield
- » Better FFP and general customer communication, by understanding which segment a customer falls into, even if they are not an FFP member



SALES

- » More nuanced understanding about the revenue quality generated by each agent, improved inventory management and more information about the expected customer mix
- » Refine sales incentives to avoid dilution of segment mix and effectively target customers with the highest lifetime value



SCHEMATIC BOOKING HORIZON OF DIFFERENT SEGMENTS



REVENUE MANAGEMENT

- » Increased context for setting pricing and fare rules, such as whether an uptick in one-ways sold in business is better than leisure returns?
- » Improved inventory management (e.g., release of tickets driven by segment specific booking trends)
- » More information available on what the expected customer mix, behaviours and indicative yield could be



PRODUCT

- » Assist the application of market research by highlighting markets where a change in product might be required
- » More focused spend based on what product elements customers value in their decision-making process



DISTRIBUTION

- » Highlight preference for a certain type of payment method by some customers
- » Identify inclination towards certain booking methods that the airline could replicate to remove intermediaries
- » Understand revenue quality from different distribution channels to better invest budget



NETWORK & FLEET

- » Select new destinations based on true origin of passengers, such as booking address
- » Drive cabin mix decisions (e.g., including Premium Economy to upsell business passengers travelling in Economy cabin)
- » Make better decisions on which aircraft types fit best, based on core understanding of the customer rather than based on OEM (Original Equipment Manufacturer) marketing claims

CONTINUOUS REFINEMENT

- » As customers become more sophisticated buyers, understanding customers' purchasing choices and harnessing this information requires robust and precise tool/systems, providing a sufficient level of analytical processing power.
- » Customer travel behavioural patterns do not stand still; nor can our understanding of them

Seabury loves to work with clients to help them confront big challenges and experience the fun that comes with big wins. We enjoy using our broad airline and aerospace experience, varied technical expertise and our proprietary software to evaluate your unique choices.