



AirCore Timeline by Unisys

A collaboration platform for travelers

Airlines must create and enhance value every day through closer customer engagement



Customer Demands Reach New Heights

Today's airline travelers expect a perfectly-executed service and a carefully-crafted product. But they always demand more. To build and maintain customer loyalty in this highly-competitive space, airlines must enhance value by providing the same level of engagement that customers experience in other venues, from Amazon to Starbucks. For an airline, such customer engagement will deliver:

- Convenient visualization of past, current, and future travel
- Collaborative and friction-free access to relevant information and services
- Personalization that reflects the customer's interests
- The ability to connect in any place, at any time, with customer service representatives

This level of customer engagement is only possible with a thorough understanding of the customer. Fortunately, knowledge of on-board purchases, meals and alcohol consumed, movies

watched, books purchased, flight delays, baggage concerns, and transfer flight gates does exist—and with today's powerful analytic platforms, it is possible to collect, assimilate, and store such data to build a richer, deeper, and ultimately a more lucrative understanding of the customer.

Data becomes the foundation for developing future marketing approaches that can maximize the yield from marketing budgets by the execution of precisely-targeted campaigns. It can also underpin and optimize partner revenue creation.

Customer Loyalty & Engagement

Customer loyalty programs are a proven platform for creating customer engagement. We all like a bit of recognition, and these programs deliver that for an airline. So, whether it is an exclusive invitation-only membership or a silver or gold status earned by spend, customer loyalty programs succeed because they show a small proportion of an airline's passengers that they are known and valued by the airline.

However, when you consider that airlines can know and engage with far greater numbers of their customers than they do with current loyalty programs, the need for end-to-end customer engagement becomes clear.

Customer engagement programs encompass, but reach further than, traditional customer loyalty programs, immersing the customer within a pre-flight, in-flight, and post-flight experience that truly reflects the aspirations of 21st-century travel. An airline that can grasp the attention of its customers across all stages of travel truly owns the passenger experience and can expand its sales influence, build trust, and set world-class service expectations over and above the competition.

The effective execution of integrated customer loyalty and customer engagement efforts can only occur with the assistance of technology. That is where AirCore® Timeline™, a collaboration platform for travelers, steps in to provide a passport to successful, creative, and innovative customer engagement.

Collaboration Platform for Travelers

AirCore Timeline is built on a thorough understanding of the digital world we live in and the expectations of travelers today.

Social Media. People are willing to share enormous amounts of personal information, opinions, and insights with friends and associates...and perfect strangers. AirCore Timeline is aligned with this new, interactive social media mindset of today's passengers.

Personalized Offers. Through AirCore Timeline, airlines can, via deep predictive analytics, leverage customer information to make passengers relevant personalized offers of products, services, or assistance with to-the-minute accuracy through the airline's own web or app—before, during, and after their time in the air. Rather than being a static repository of airline data, the online airline becomes an interactive tool to promote customer engagement, boost revenue, and cement customer loyalty.

Immediate Assistance. When customers are in need of assistance, they simply message their airline's contact center wherever they are in the world and get an immediate, targeted, and helpful response in their own language, greatly enhancing the customer's trust in the brand.

The Airline Social Network. AirCore Timeline helps airlines leverage the fact that customers have friends, family, or colleagues who may travel together. The airline can incentivize sales, facilitate services and chat, and even network for more customers within this community.

End-to-End Service. AirCore Timeline's online service framework enables airlines to quickly provide services such as MyFlight, MyBooking, MyMobileBoardingPass, MyLoyalty, MyBoardingInfo, MyDelay, MyFutureTravel, and more, substantially fortifying the brand value proposition of the airline and allowing far broader customer insight than previously possible.

Comprehensive Engagement

Whether an airline wants to offer a fee-based customer engagement program or one that is free, provide exclusive offerings to the most valued clients or entice others to increase their business, AirCore Timeline provides a comprehensive experience that underpins and advances an airline's customer engagement program:

- Convenient visualization of past, current, and future travel for travelers
- Friction-free access to relevant information and services
- Personalization that reflects the travelers' interests
- The ability for travelers to connect in any place, at any time, with customer service representatives
- A full-featured web and app self-service API management framework
- Support for deep analytics, ad campaign definition, monetization, and execution
- Comprehensive profile segmentation, lifestyles, preference, and affiliations support

Capturing the attention of the "always on" customer means interacting with them in the same way they interact in their daily lives. AirCore Timeline provides a powerful tool for airlines to engage and stay engaged.

For more information and to discuss ways that AirCore Timeline can benefit your airline, contact Unisys at TravelTransport@unisys.com

For more information visit www.unisys.com

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