

# 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)

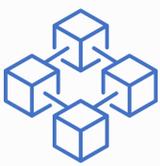
**Steady increase in demand MoM** - The IATA announced that both international & domestic travel demand showed significant uptick of **11.5%** in July '21 vs June '21

**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