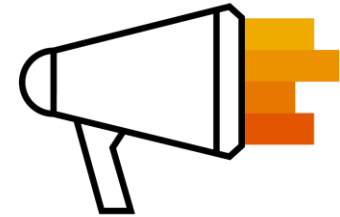




How can we reduce **costs**
and **stimulate** our market?



Multi Channel Selling



Family & Friends
Commuting
Holiday
Business



DIRECT

Experience

Shopping

Booking Engine

Data

Business



AGENCIES

Experience

Offer

Order

Data

Holiday



VACATION

Experience

Shopping

Order

Data

Upgrades
Partner products
Retail goods...



LOYALTY

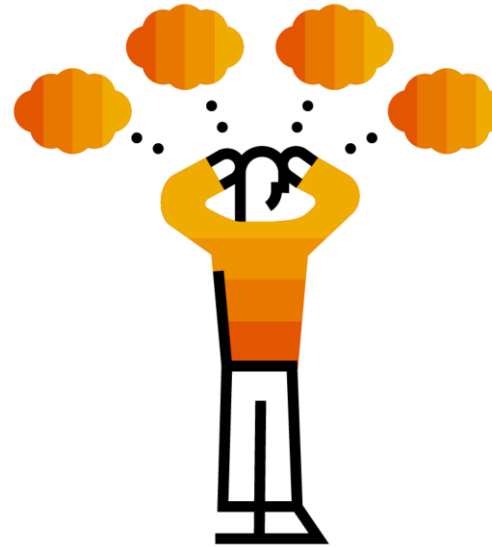
Experience

Commerce

Order

Data

**Are we forcing
our customers
to self **segment**
themselves?**



Multi Channel Business Impact



AGILITY

- Multiple business tools
- Lack of innovation
- Slower time to market



COST

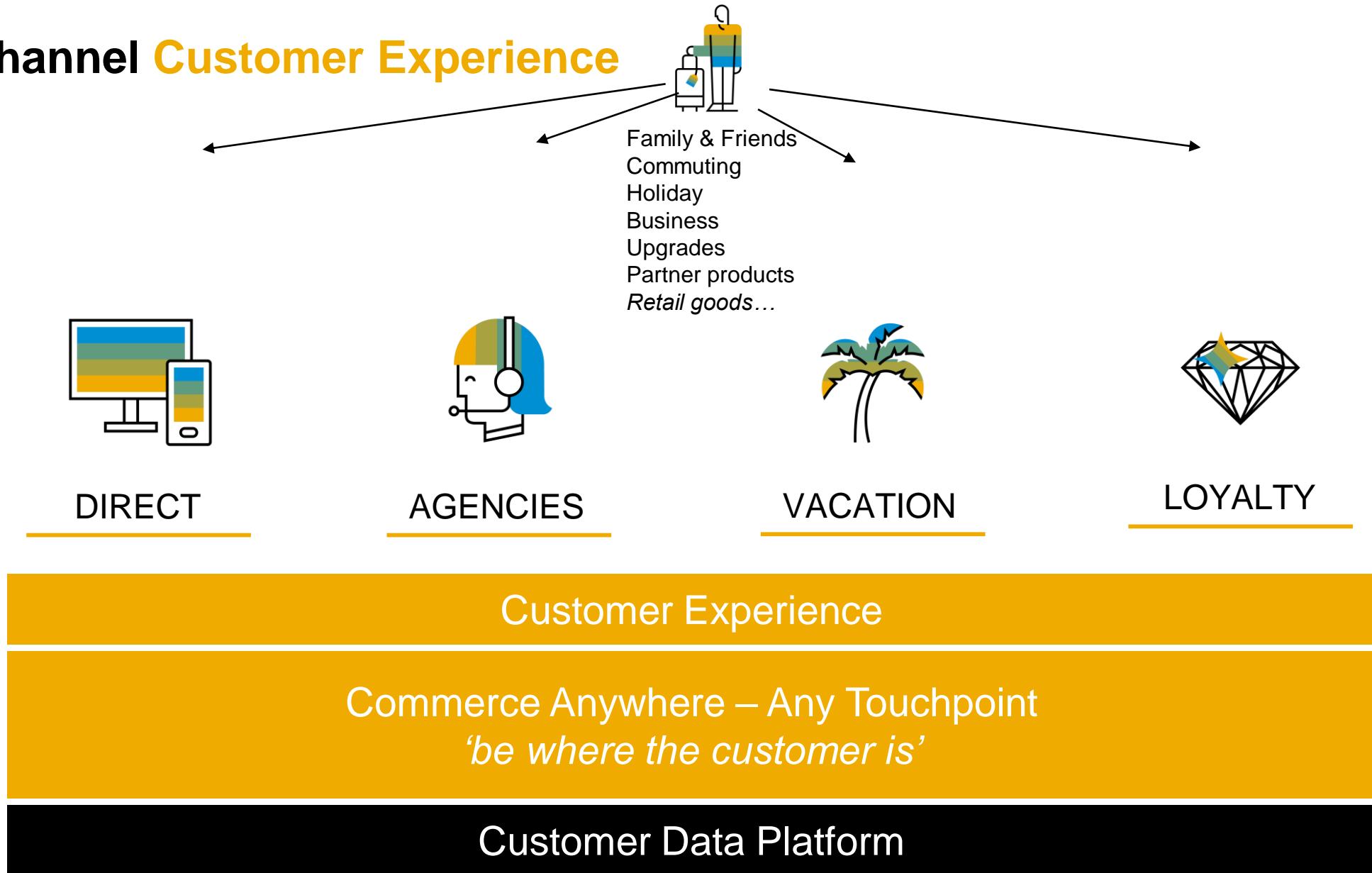
- Duplicate systems
- Increased development
- Complex integration



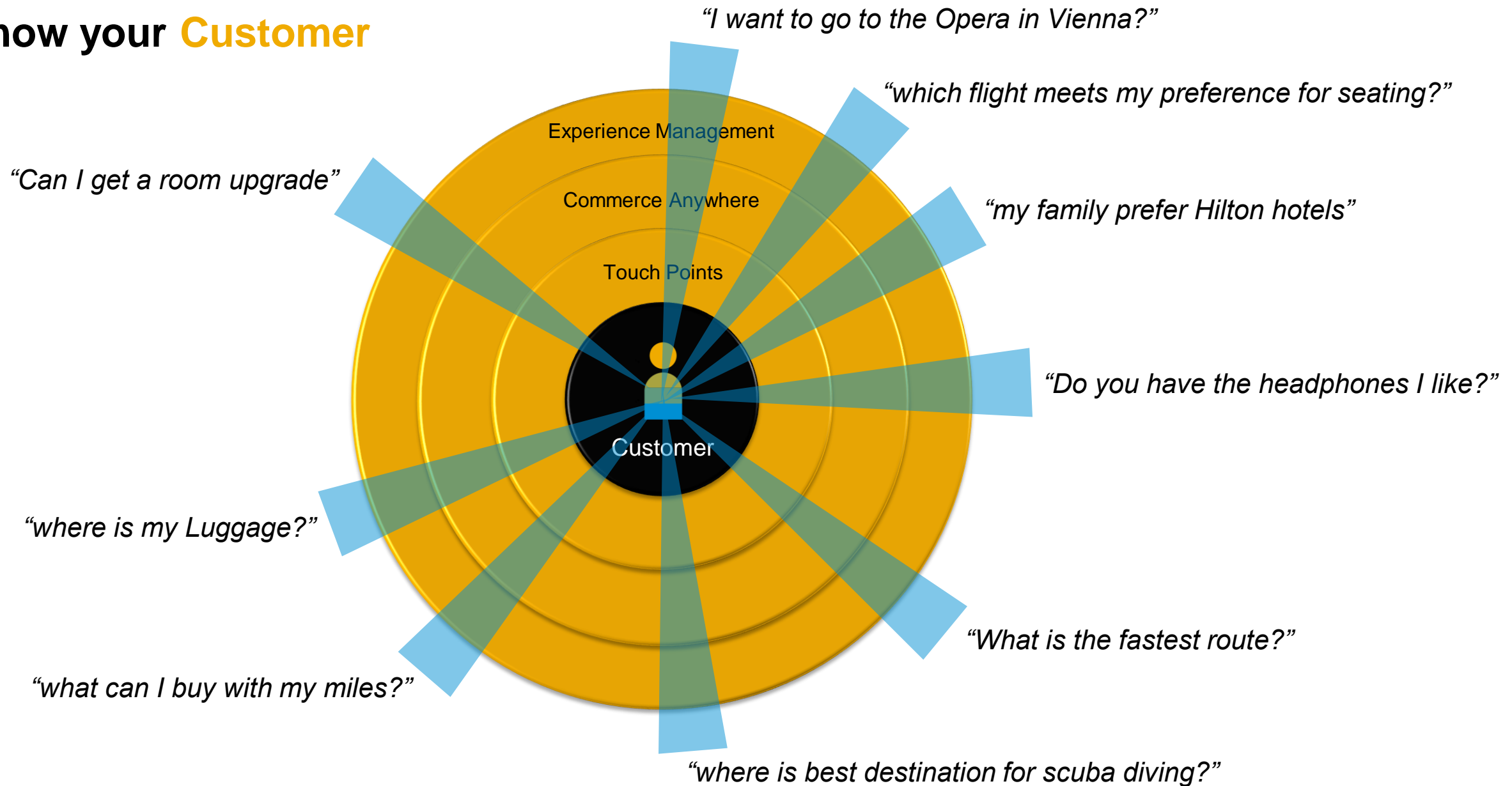
CUSTOMER

- No single customer profile
- Lack of customer context
- Complex customer experience

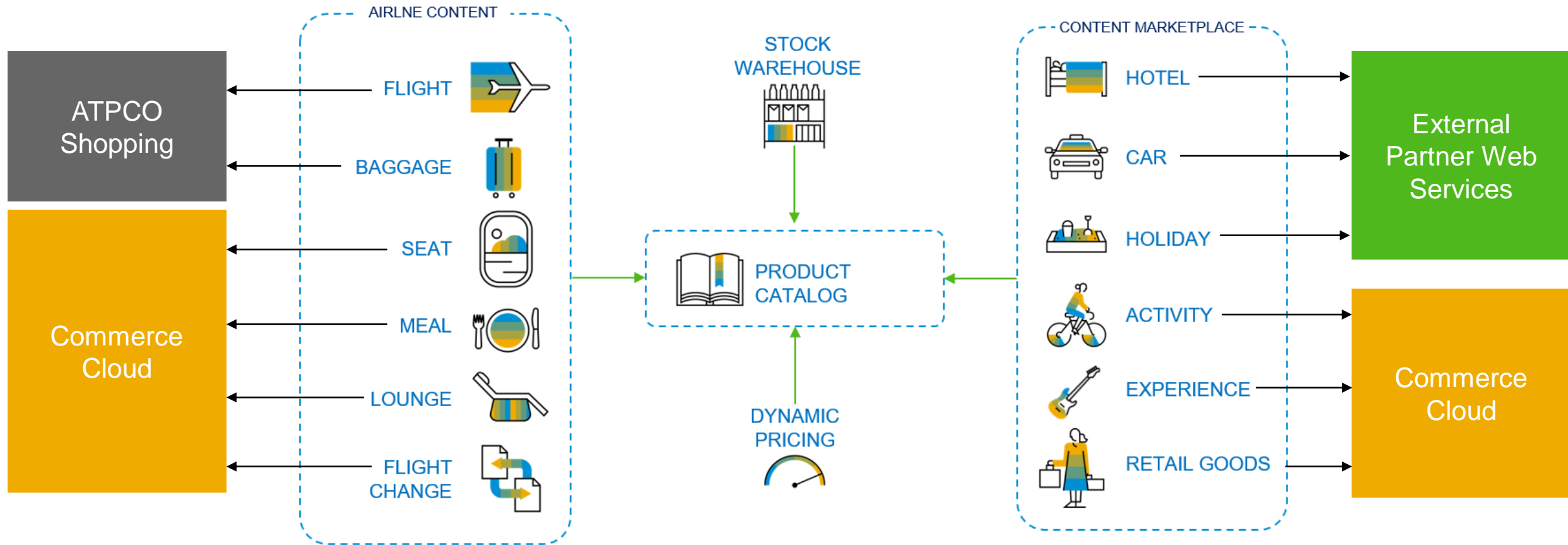
Omni Channel Customer Experience



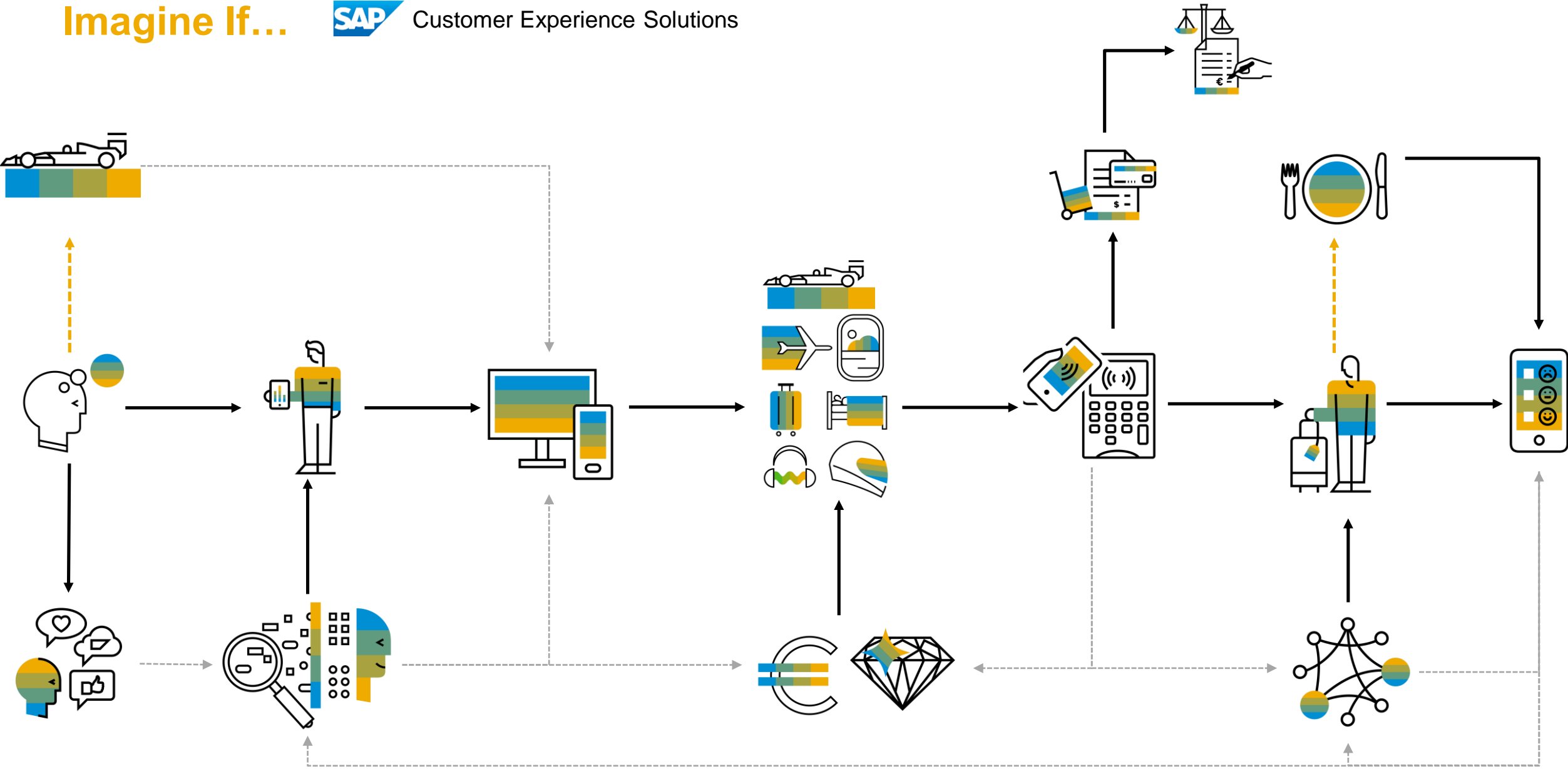
Know your Customer



Product Catalogue – Central to Multi-Product Retailing



Imagine If...





Customer Experience Solutions

www.sap.com/commerceforairlines

Andy Kidd

Industry Principal Travel

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