WHO WE ARE

Solution Provider
Airlines Post-Booking COVID

IATA
Innovation Partner
Through Accelerate Program

12 people
#RevenueManagement
#PSSIntegration #Ancillaries
#AirlinesOperations

Based in Paris
... and French Riviera
Due to COVID-19, airlines are facing a high number of flight cancellations. 80-90% of flights scheduled in April/May are cancelled. Millions of PAX are cancelling their trips. Millions of requests are sent to Call Centers and millions of vouchers/EMD are manually issued. High Costs. Very long process for customers. Huge workload for Call Centers.
IATA recommends airlines to issue vouchers through EMD

Vouchers can be an important tool [...] for airlines and agents to manage short-term liquidity.

Vouchers provide customers with a simple and easy method of making new travel plans when they are ready.

Electronic Miscellaneous Document (EMD) is the industry standard for providing a voucher to a customer.

Source: Customer vouchers, Information for airlines, March 28th, 2020
SMO OSS developed an automated and direct solution to issue vouchers

*It takes...*

5-8 min /PNR

For a Call Center agent to issue the related Vouchers/EMD (*)

(*) : based on 15 contacted airlines/call centers

While...

50% (**)

of PAX are accepting an immediate voucher offer through email

(**) : based on 1,000,000 contacted PAX

*Immediate*

Vouchers issued thanks to PSS APIs

*By...*

Direct Contact

of all eligible passengers through emails & text messages

*Call Centers agents can refocus on high value added tasks requiring a personalized approach*
After only three weeks, Air France can measure all the benefits of using Skip solution.

In less than one week, SMOOSS delivered an efficient solution resulting in a strong decrease of customer processing time and a significantly lower number of requests sent to Call Centers.

1,000,000+ PAX processed through SMOOSS solution in 3 weeks = 100,000 hours Working time saved for Call Centers in 3 weeks = -30% Cost Savings on Call Centers
An airline or travel agent can launch a campaign in 2 clicks based on network cancellation plan

1. Network Team shares the flight cancellation plan

<table>
<thead>
<tr>
<th>Flight</th>
<th>Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>SO 001</td>
<td>Apr-2</td>
<td>CANCELLED</td>
</tr>
<tr>
<td>SO 002</td>
<td>Apr-2</td>
<td>CANCELLED</td>
</tr>
<tr>
<td>SO 006</td>
<td>Apr-2</td>
<td>CANCELLED</td>
</tr>
<tr>
<td>SO 011</td>
<td>Apr-2</td>
<td>CANCELLED</td>
</tr>
<tr>
<td>SO 023</td>
<td>Apr-2</td>
<td>CANCELLED</td>
</tr>
<tr>
<td>SO 045</td>
<td>Apr-2</td>
<td>CANCELLED</td>
</tr>
</tbody>
</table>

2. Agent uploads the flights into the platform

3. Agent defines or reuses all the cancellation features

4. SMOOSS retrieves flight and customer data before sharing offers to customers

- VOUCHER TYPE: Refund / Non-Refund
- CHANNEL: Emails / Text
- CUSTOMER SEGMENT: Include / Exclude
- MESSAGE CONTENT: Template

Retrieve Flight and Customer Data
Share offers to customers

Network

Agent

Airline or Travel Agent
A customer can instantly receive refund voucher through a seamless and fully digital process.
Airlines benefit from a threefold value creation thanks to Skip

1. **Improving Customer Satisfaction**
   - Immediate and clear solution for customers
   - Many positive feedback already shared by customers who experienced SMOOSS

2. **Decreasing Costs & Workload**
   - Significant workload decrease for Call Centers and Customer Support teams
   - Many positive feedback already shared by customers who experienced SMOOSS

3. **Saving Cash**
   - Implementing and monitoring an efficient voucher policy
SMO OSS automates EMD issuance thanks to PSS API’s considering all the travel specifics of the PNR.

- Extra-bag
- Partially Flown Ticket
- Lounge Access
- Upgrade
- Infant

EMD are automatically issued through PSS API’s.

Prices of the issued EMDs are calculated taking into account all the travel specifics of the PNR.
Airline can adjust the scope of flights covered by SMOOSS and can also use SMOOSS to address backlog of requests already sent to Call Centers.

- Testing SMOOSS on a subset before being extended to the full scope of requests.
- Relieving Call Centers by automatically issuing and sharing EMD related to pending requests.

Backlog of requests to be addressed is very high.
As all SMOOSS solutions, SKIP is integrated into a digital platform (SaaS) connected to both airlines’ data and customers’ data.

1. Analyzing and Targeting Flights

2. Analyzing and Targeting Customers

3. Accelerate the digitalization of customer relationship
SMOSS is proud to contribute to the recovery of the industry by offering Skip solution free of charge

- Implementation Fee: FREE
- Recurring Fee: FREE

GO LIVE WITHIN 10 DAYS
Only email/SMS invoiced at cost
EMDs are going to be a key point of contact with customers in the coming months

EMDs can be Customized & Personalized

**PRICE**
- Cancellation fees can be waived
- Amount can be added on top of the voucher

**DURATION**
- Validity of the voucher

**CONVERTIBILITY**
- Refundable
- Refundable after a given period
- Non Refundable
- …

**CHANNELS**
- Direct Sales
- Indirect Sales: managing cancellation process with your travel agencies following IATA recommendation

EMDs will be an additional solution for your customer relationship
From COVID crisis to full recovery creating sizeable value thanks to SMOOSS solutions

Traffic Recovery

- Solution for refund
- Solution for Spillage
- Solution for Disruption
- Flexibility Ancillary
- Instant Voucher

+$1.5 additional revenue per PAX
x6 Revenue Uplift
-30% Denied Boardings

SMOOSS Solutions

From COVID crisis to full recovery creating sizeable value thanks to SMOOSS solutions
Let's get in touch!

www.smooss.io

Pierre Servant
Co-founder
pierre@smooss.io
+33 6 72 65 17 99

contact@smooss.io
Campaigns are monitored in the platform while all data can be extracted.

<table>
<thead>
<tr>
<th>Flight</th>
<th>Segment</th>
<th>Date</th>
<th>Time</th>
<th>Status</th>
<th>Contacted</th>
<th>Handled</th>
<th>Success rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>01:10</td>
<td>01:05</td>
<td>01:00</td>
<td>01:00</td>
<td>Running</td>
<td>8</td>
<td>5</td>
<td>63%</td>
</tr>
<tr>
<td>01:10</td>
<td>01:05</td>
<td>01:00</td>
<td>01:00</td>
<td>Running</td>
<td>1</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>01:10</td>
<td>01:05</td>
<td>01:00</td>
<td>01:00</td>
<td>Running</td>
<td>14</td>
<td>5</td>
<td>36%</td>
</tr>
<tr>
<td>01:10</td>
<td>01:05</td>
<td>01:00</td>
<td>01:00</td>
<td>Running</td>
<td>5</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>01:10</td>
<td>01:05</td>
<td>01:00</td>
<td>01:00</td>
<td>Running</td>
<td>30</td>
<td>10</td>
<td>33%</td>
</tr>
<tr>
<td>01:10</td>
<td>01:05</td>
<td>01:00</td>
<td>01:00</td>
<td>Running</td>
<td>36</td>
<td>22</td>
<td>61%</td>
</tr>
</tbody>
</table>

- **Campaigns**: 1
- **Flights**: 391
- **Contacted**: 6831
- **Handled**: 3754
- **Success rate**: 55%