



# Accelerate Customer Experience & Innovation

Using an AI-first approach to create tailored customer offers

*CAPA Airline Leader Summit 2023*  
*March 16, 2023*



The Challenge

Today's traveler is more dynamic than ever.

"Tried and True" approaches are unable to meet their needs.

# Too Much Choice Can Be Overwhelming



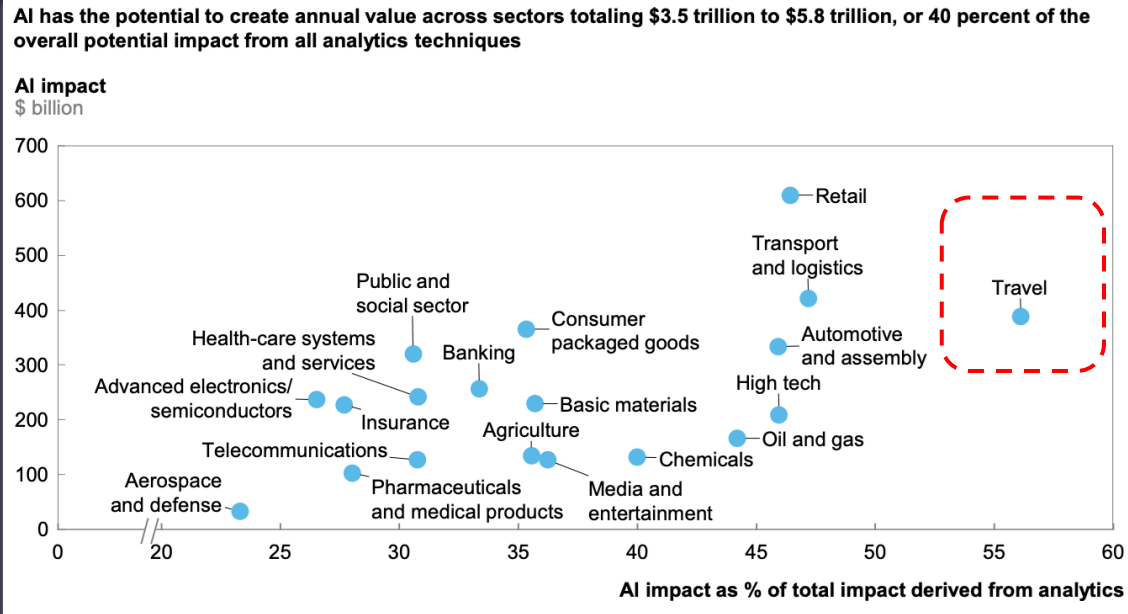
# Relevant Offers Required



The way  
travelers  
interact with  
the world is  
changing...



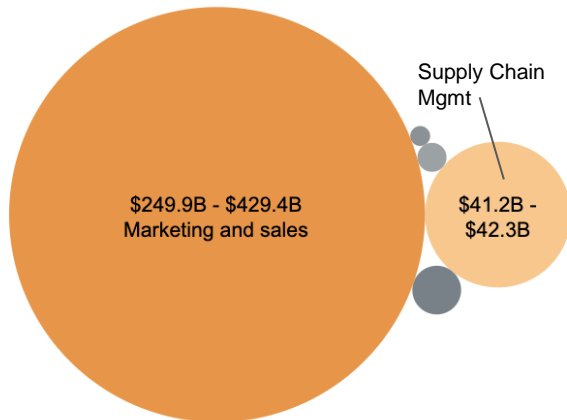
# AI Presents a \$0.5T Opportunity in Travel Industry



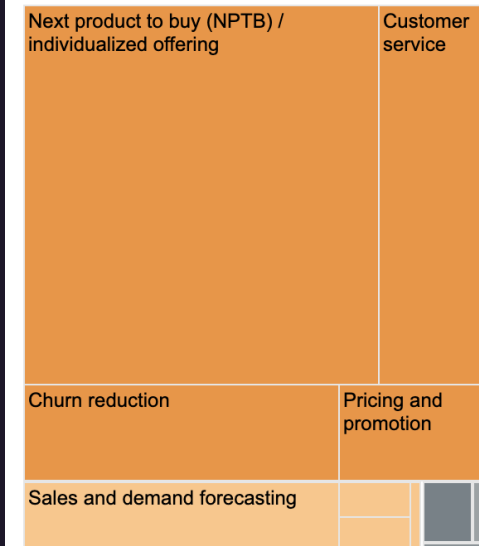
Source: McKinsey Global Institute. Notes from the AI frontier: Applications and value of deep learning

90% of the  
opportunity is in  
**Marketing  
and Sales**  
related use cases

by Function for  
Industry: Travel  
Business problem: All  
Click a function to filter  
(Ctrl+ Click for Multiple)



by Business problem for  
Industry: Travel  
Function: All

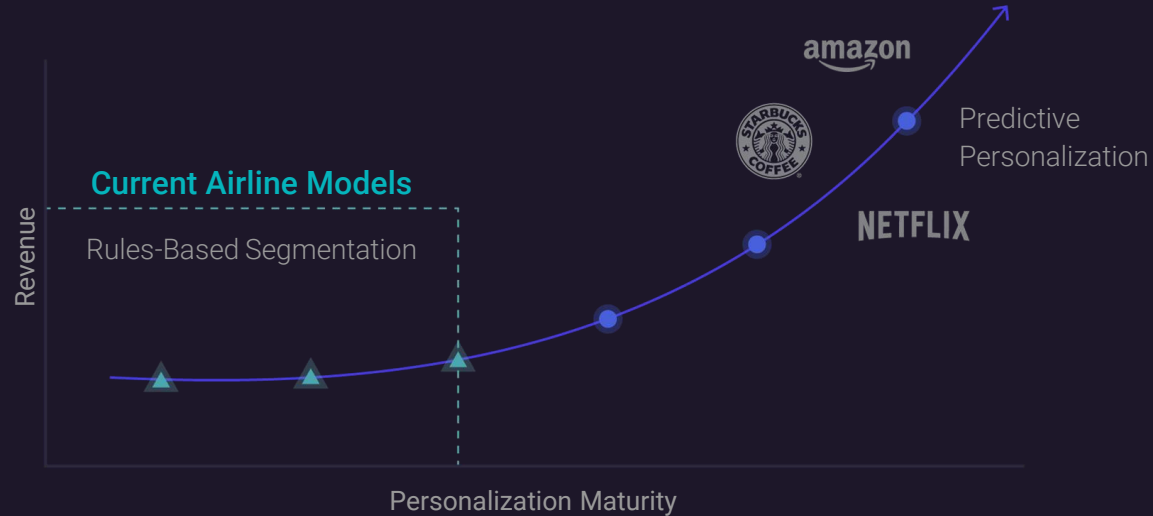


Source: McKinsey Global Institute. Notes from the AI frontier: Applications and value of deep learning

# It's Time to Think Like a Retailer ...

## Business drivers:

- Continue to shift commerce online
- Consolidate available data
- Enable self-service flexibility
- Provide relevant buying options



The Solution

Moving the industry forward requires innovation across Technology, Commercial Structure, and Engagement Models.

# Make Confident Commercial Decisions & Drive Retailing Performance

## Technology Advantage

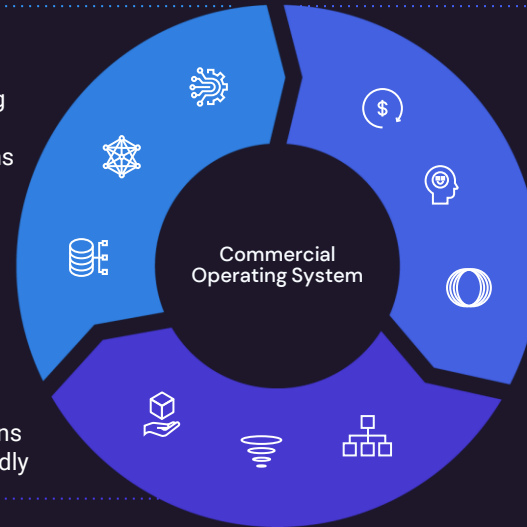
- Start and stay legacy free
- Data underpins everything
- AI to provide an Edge
- Unified, not point-solutions

- Focus on total revenue
- In control of distribution
- Align commercial decisions
- Deploy new products rapidly

## Optimize Business Models

## Customer Experience

- Personalized, rich offers
- Unbundle airline content
- Sell 3rd party content
- Fast, reliable response



# End-to-End with Avianca

//

...we want to lead with a digital-first strategy, with **the best customer experience, revenue intelligence, and offer & order management...** with FLYR, we can achieve this using just one modular, cloud-based, state-of-the-art platform."

**Manuel Ambriz**

Chief Commercial Officer, Avianca



# Start Your Journey With Us



**Maximize your  
commercial outcomes**



**Enhance your team's  
effectiveness and  
efficiency**



**Create new revenue  
streams and acquire new  
customers**



**Optimize your  
customer experiences  
for high ROI**



**Dominic Matthews**

Sales Director

[dominic.matthews@flyrlabs.com](mailto:dominic.matthews@flyrlabs.com)

**Thank you.**