



The Formula for Transitioning to Offer & Order

Using an AI-first approach to create tailored customer offers

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“The ability to consistently sell and deliver to customers the products they want, at the time they want, in the way they want, either directly or via intermediaries.”



Today's traveler is more dynamic than ever.

Technological innovation will be the key to success of winning the hearts and minds of the modern traveler.

The world has
changed.

How travellers
interact with the
world has
changed.



Uber

TikTok

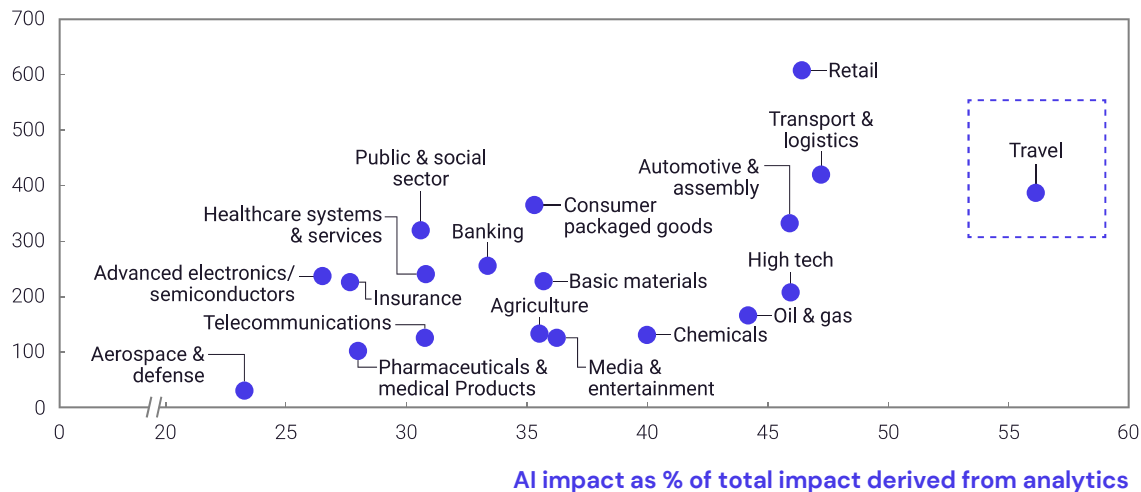


AI Presents a \$0.5 Trillion Opportunity in the Travel Industry

AI has the potential to create annual value across sectors totaling \$3.5 trillion to \$5.8 trillion, or 40 percent of the overall potential impact from all analytics techniques.

AI Impact

\$ billion



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

Too Much Choice Can Be Overwhelming



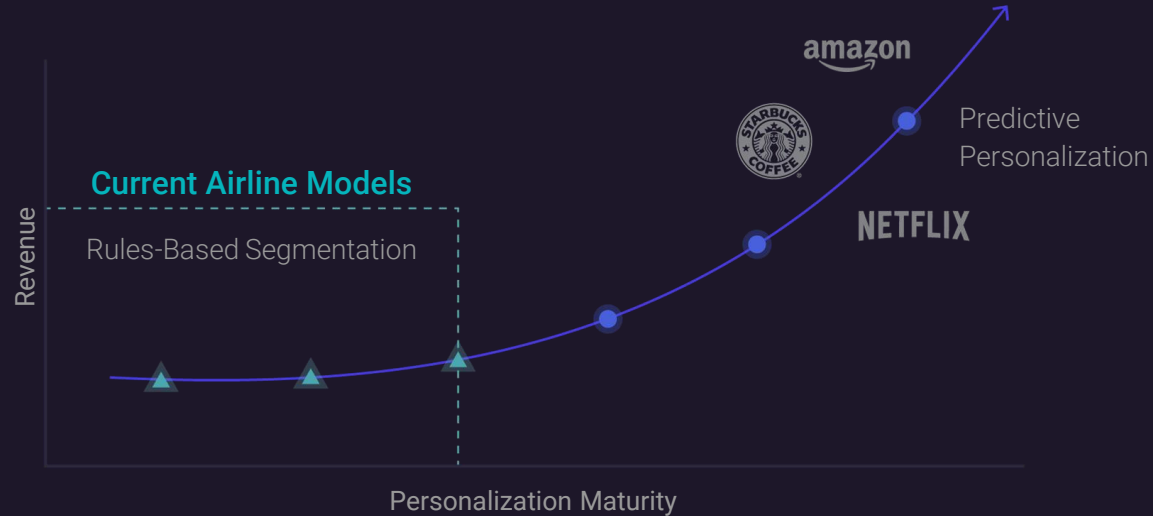
Relevant Offers Required



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



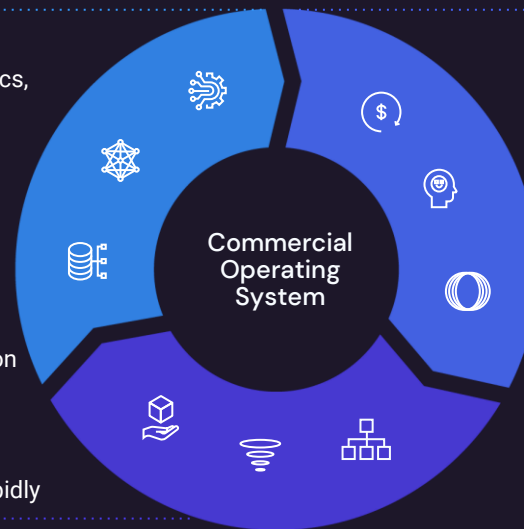
Make Confident Commercial Decisions & Drive Retailing Performance

AI-First & Cloud-Native Technology

- Autonomy & Innovation
 - Powered by data, analytics, & ML Platform
 - Fully automated and connected systems, not point-solutions
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- Focus on total revenue
 - Seamless communication and distribution
 - Flexible, traveler-centric retail experience
 - Deploy new products rapidly

Human-Centric Design

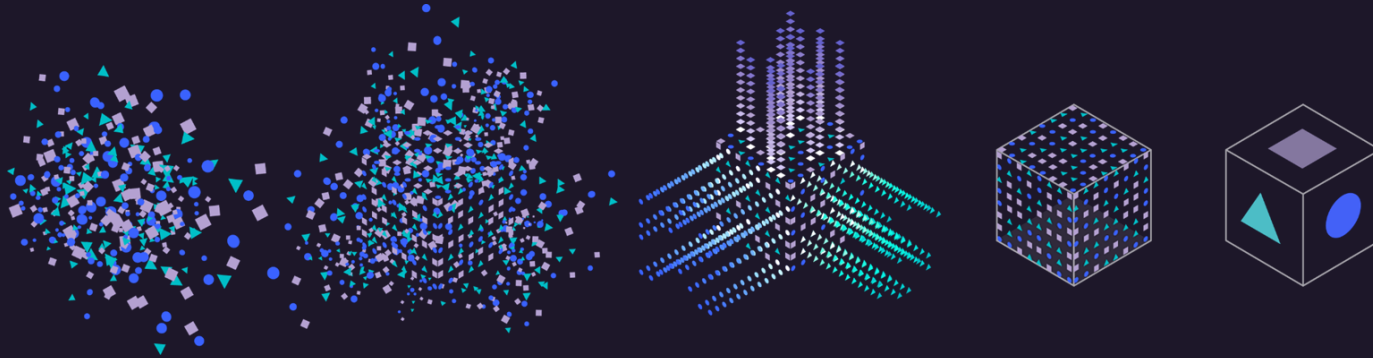
- Personalized, rich offers
- Integrated customer acquisition
- AI customer segmentation
- Sell 3rd party content
- Faster to iterate



Legacy Free Business Models

Create New Ways of Working

- Use all the data to its best outcome
- Without any technology restrictions
- Partner to reach tailored intelligent offers for every shop





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

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