Empowering the aviation industry to own their digital ancillaries journey
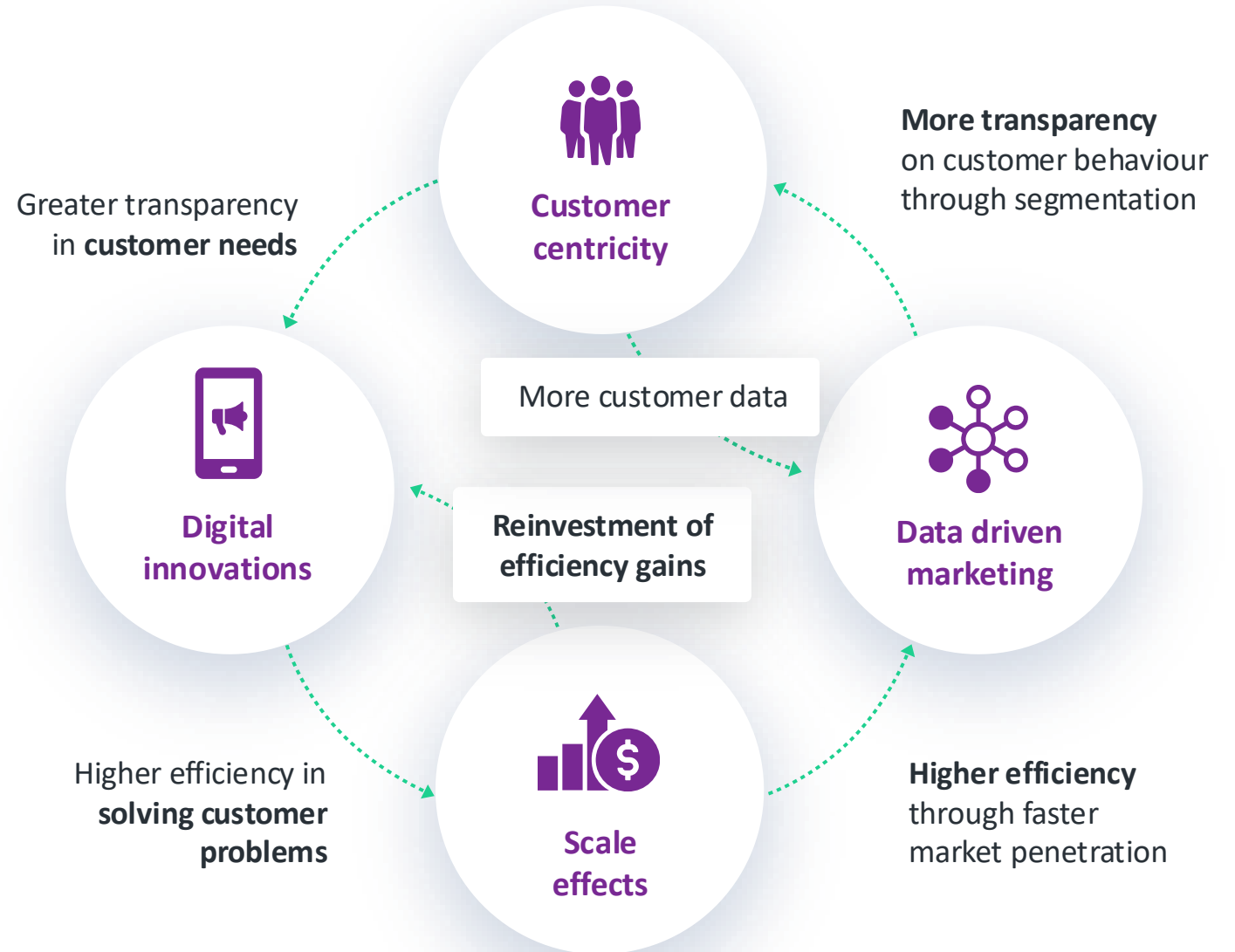
The power of an ancillary marketplace

Customer centricity

More transparency on customer behaviour through segmentation

Greater transparency in **customer needs**

More customer data

Digital innovations

Reinvestment of efficiency gains

Data driven marketing

Higher efficiency in **solving customer problems**

Scale effects

Higher efficiency through faster market penetration

Retail touchpoints on the customer journey

Engagement

- Pre-trip & social media marketing incl. OTA & 3rd party integration
- Re-targeting & personalize offering
- Loyalty marketing & campaigns

Home

- Pre-order & pre-select of duty-free, F&B & services
- Shop with Miles & mixed payment options

On route

- Pre-order / pre-select & pre-reserve duty-free & services
- Shop with Miles
- Get inspired to shop

At the airport

- On-airport fulfilment
- Collect in lounges
- Shop for next flight

Inflight

- IFE integration & low connectivity optimization
- Real-time loyalty & touchless payment transactions
- Upgrades & buy on board
- Shop for your return flight

Post flight

- Post-trip social media & marketing
- Re-targeting & personalize offerings
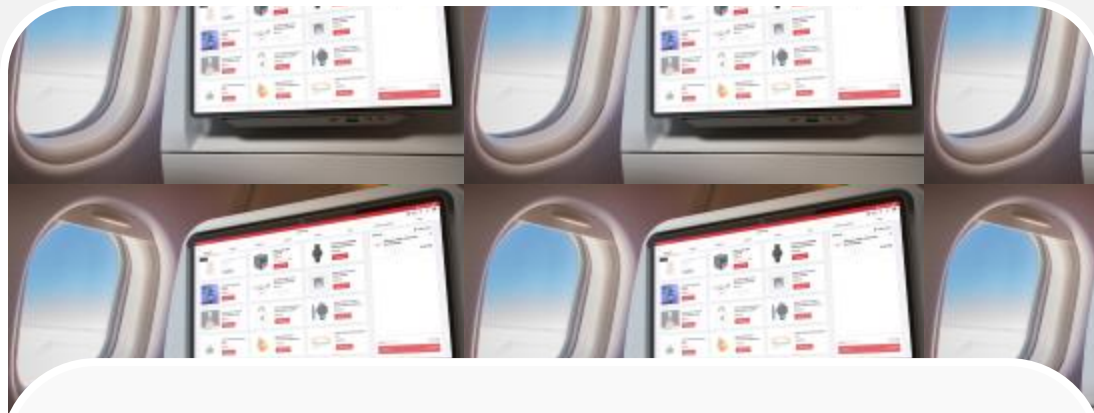- Loyalty marketing & miles redemption

Delivery options

- Deliver to seat on preferred flight lag
- Many product & service options to choose from a marketplace

OMNEVO

**Omnevo offers the only end-to-end solution with a single source of data/truth**

Pre-Order/Pre-Select E-Commerce Marketplace
Personalization, pre-order & pre-select DF/F&B & experience

BYOD & IFE Integration
Various options to integrate onboard WIFI own devices and IFE

Fulfillment & Delivery
Seat delivery, home delivery, pick-up station, lounge delivery

Front-end
Customer Facing

Back-end
OPS/ IT / Crew / Supply / Chain

E-Commerce Pre-Order/Pre-Select

In-flight Retail

Supply Chain Management

Booking & System Integration
All touchpoints, PNR & data, loyalty & mixed payments

Vendor & Marketplace Management
Brands, media & advertisers, catering, duty free & service providers, airport & retailers, drop shippers

In-flight Retail & Crew
Crew applications, e-POS

Operations Management
Loyalty, data & analytics points accrual & burn, business intelligence

OMNEVO

The offers should **complement** the journey, **not distract** from it. We do not just bombard the customer with offerings, but make it relevant for the context and the situation the customer is in
Integration of customer ratings , recommendations and direct feedback into sales channels to identify opportunities
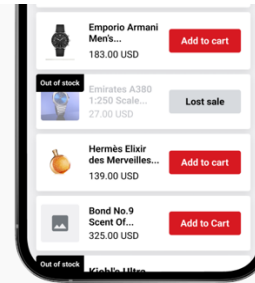
Some ancillary services are **redirecting customers away**, which limits the possibility to guarantee a unified **user experience**, a **combination** of offers and an integration of **loyalty payment**.
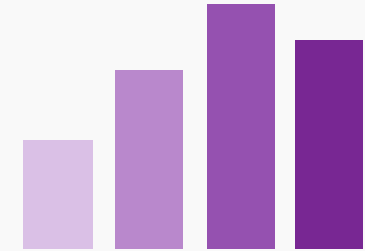
Consolidating all offers in the frontend and backend.
End-to-end data tracking of all retail touchpoints enriching with additional information.

Track customer satisfaction in real time and identify the actions that will have the biggest impact on the experience / NPS - Pre order / Connectivity / loyalty integration

Fullfilment of pre-order, communication and compensation in case of interruptions.
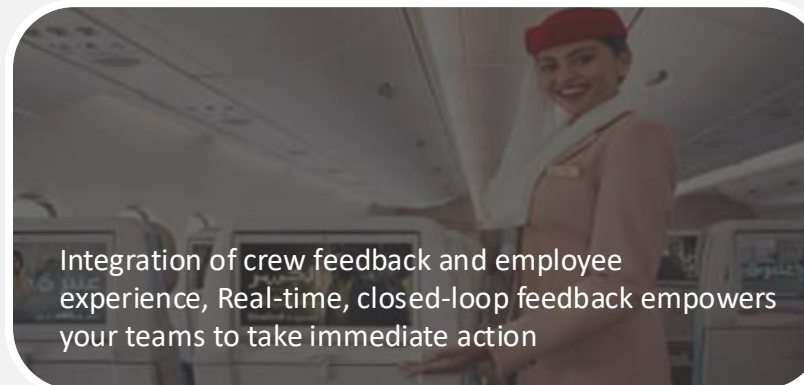
Integration of crew feedback and employee experience, Real-time, closed-loop feedback empowers your teams to take immediate action

Automate feedback at key moments in the journey, from website intercepts in the booking funnel to post-flight feedback

OMNEVO

Thank you

**Come and see you at the booth
1E80 at WTCE to find out more**
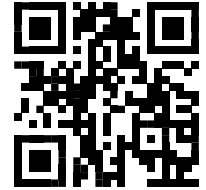
Michael Raasch
Chief Executive Officer at Omnevo

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