

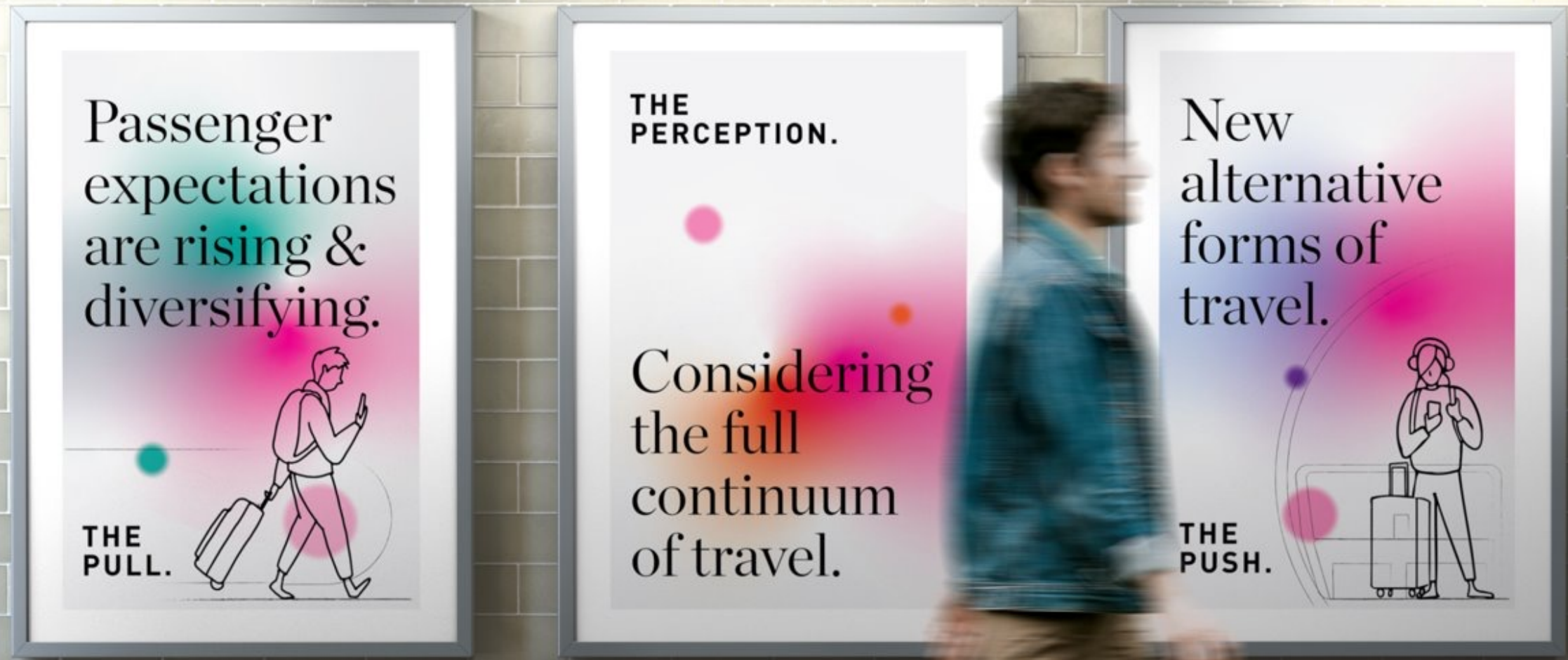
Debunking
the Seamless
Journey.



TEAGUE

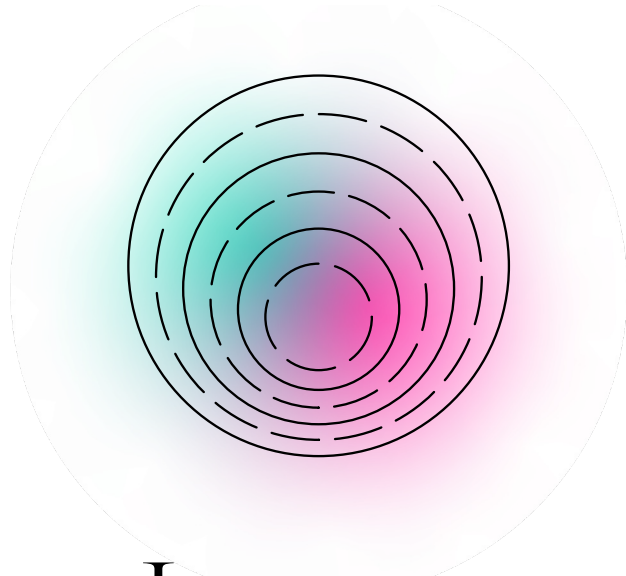
Complexities

Aviation grows more complex by the day as we ride a wave of innovation in tech and sustainability while answering to new demands from both passengers and policy. With all this complexity in the industry, how do we better engage with passengers and support their travel expectations?



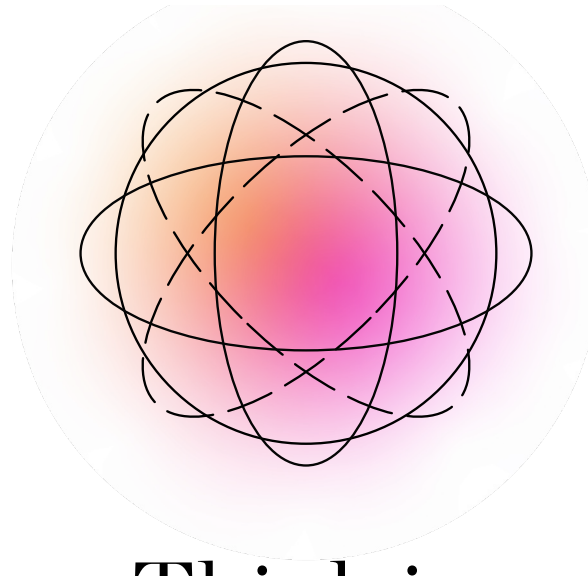
Thesis

Some of the world's most beloved, successful, household name brands have succeeded by building emotional connections with their customers. Airlines and their partners can build the same connections using these three approaches to better engage with passengers and support their shifting expectations:



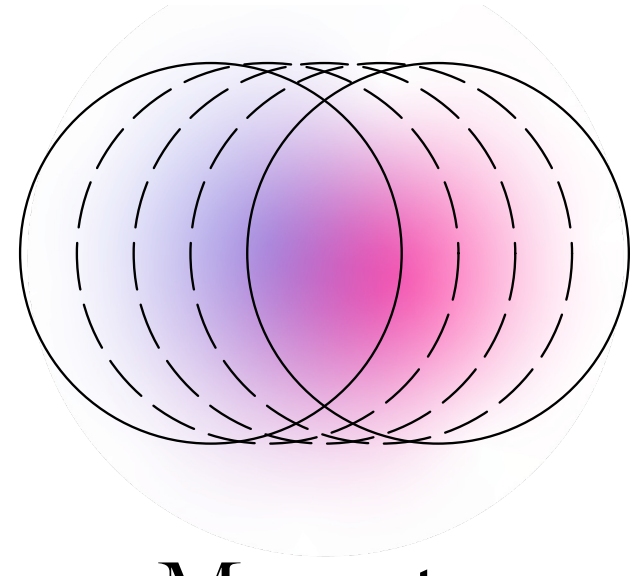
Increase Touchpoints

Fulfill passengers' needs at every touchpoint across the journey



Think in Ecosystems

Reduce friction and ambiguity by extending what you offer and embracing the seams



Move to Co-Creation

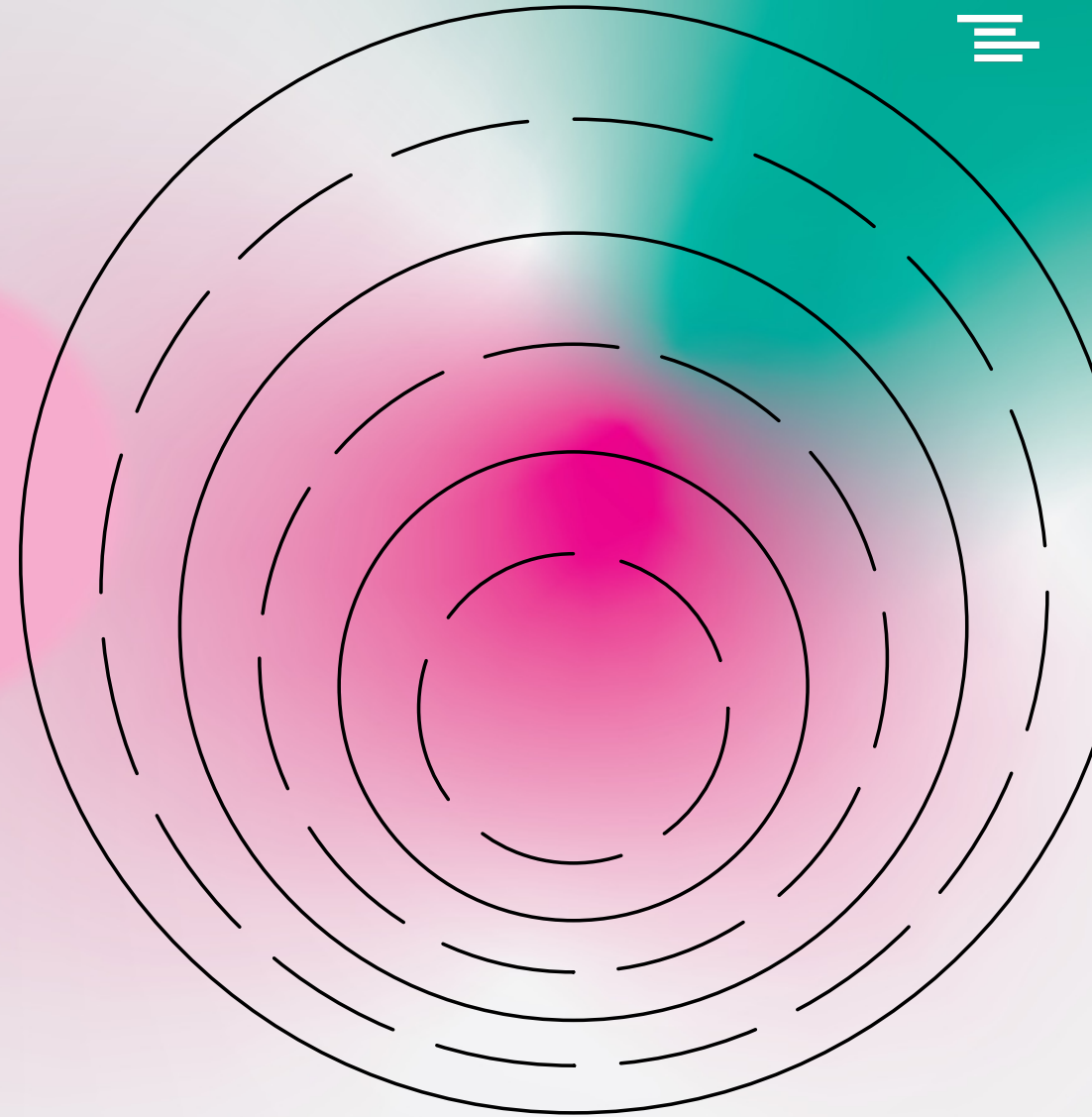
Leverage existing brand equity and infrastructure for deeper customer connections



Increase Touchpoints

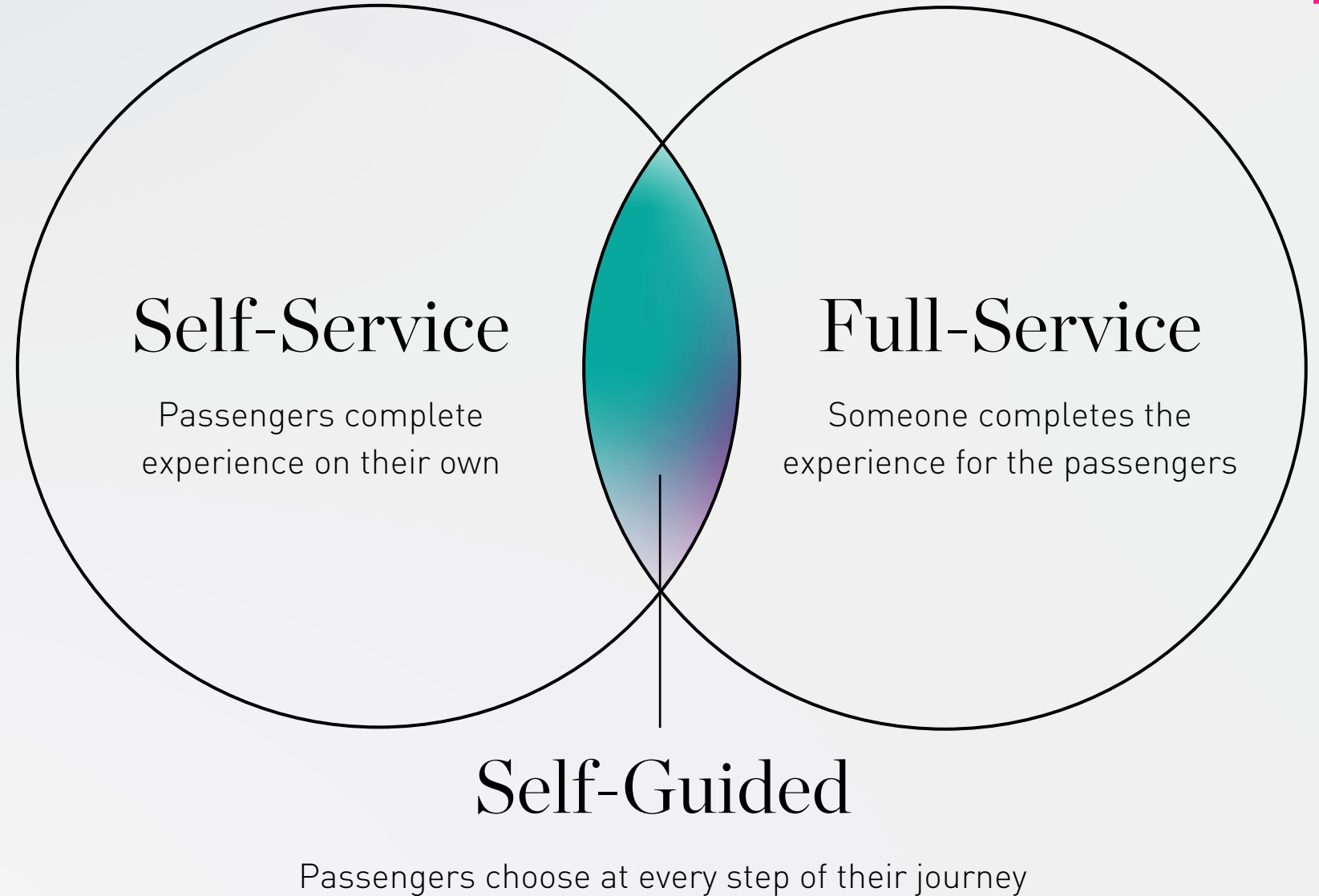
Providing the same experience across channels, no matter how a passenger chooses to interact.

An omnichannel approach allows companies to emotionally connect with customers, fulfilling needs before, during, and after their journey in the plane.





Striking the right balance between full-service experiences (we do everything for you) and self-service experiences (we force you to do everything on your own) is the key to engaging with passengers.



Tesco Home Plus

Virtual Subway Store

Omnichannel in action: As less and less time is spent in store, retail companies have focused on meeting their customers on their terms. Time-pressed commuters can shop for groceries on-the-go at this Tesco while waiting for the train. Where along the journey can you provide a range of options for passengers, so they can decide how to engage with your brand on their terms?



IMAGE CREDIT: CHEIL WORLDWIDE SEOUL, 2011

McDonalds

Flagship Chicago Restaurant

This McDonalds in Chicago has self-order kiosks, table service, mobile ordering, rapid order pickup, and delivery—Numerous paths guide customers towards purchasing and receiving their meals. Imagine this type of scenario for the day of travel. How would this level of choice change security, luggage, check-in, pre-order, boarding, service, etc.?



IMAGE CREDIT: KENDALL MCCAUGHERTY, HALL+MERRICK PHOTOGRAPHERS 2018

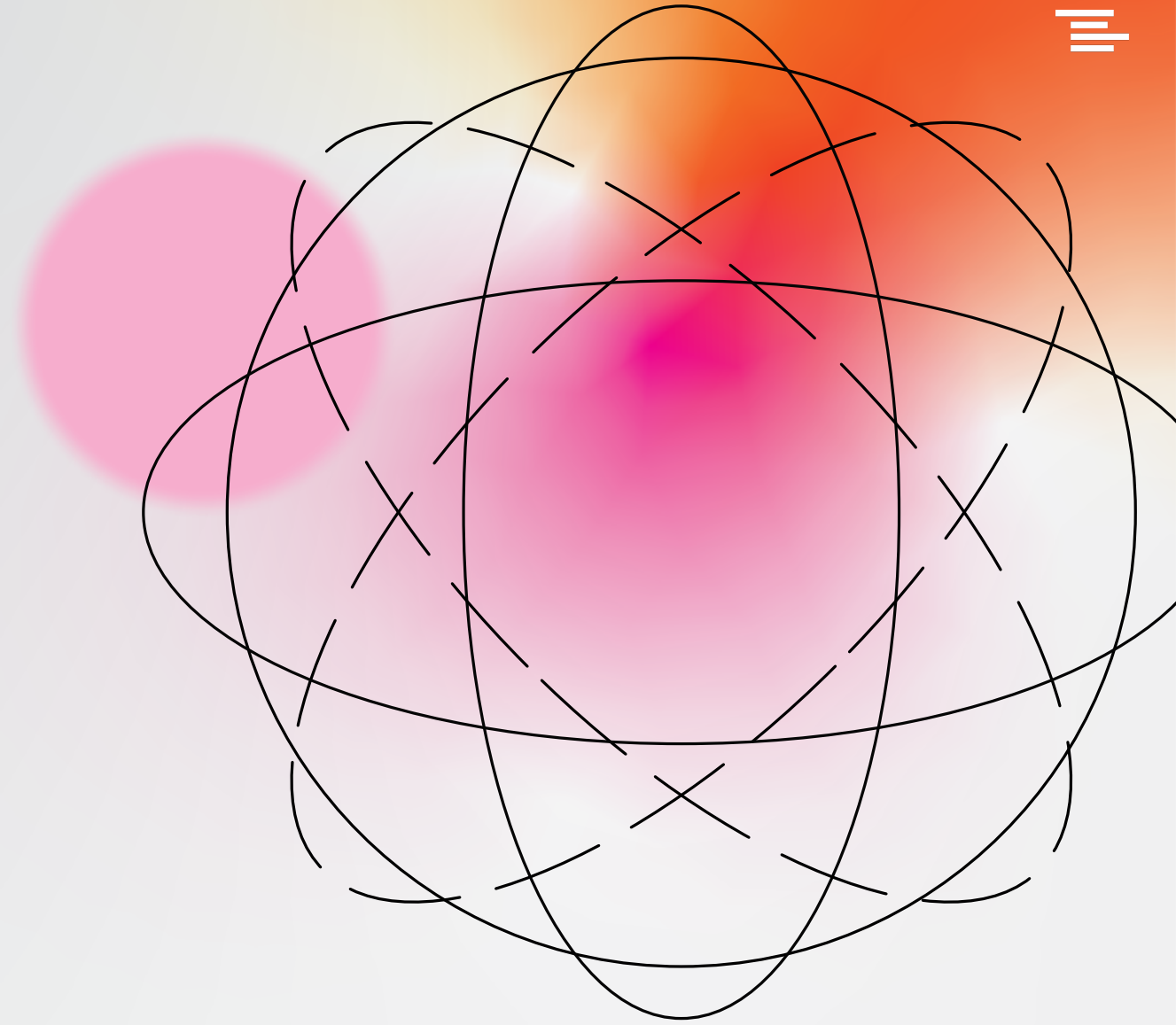




Think in Ecosystems

Experiences don't stop and start between touchpoints, so neither should we.

Right now, we have a *multimodal* system door to door. It's full of competitors that passengers rely on to get where they're going. Airlines have an opportunity evolve this system to an *intermodal* approach: A connected system that supports the needs of all travelers whether they choose to use airlines, rail, waterways, or other forms of transit.





There isn't seamless. Only better seams.

There will always be seams, because travelers are not a homogenous group of people, and our world is ever-changing.

Thinking in ecosystems and creating a multimodal system is about focusing on stitching together the different facets of the travel experience. Potential pinch points are opportunities for innovation, collaboration, and differentiation.

Uber

Transportation Ecosystem

Ecosystem in play: Uber has gone beyond ridesharing to build a transportation ecosystem that includes freight, boats, bikes, self-driving cars, and Uber Eats, Uber Payments, even Uber Health. How can we build our own ecosystems? If a flight is delayed, could we automatically notify a passenger's Uber so that their pickup is correctly rescheduled?



IMAGE CREDIT: UBER, 2022



Complicated

Airlines have historically considered passenger interaction to be *complicated*. Complicated interactions can be solved through linear cause-and-effect thinking—"there's one right answer, we just have to follow the steps to get there."

vs.

Complex

Thinking in ecosystems requires an expansion to *complex* thinking. Complex interactions aren't linear, they are branched ecosystems that follow multiple, dynamic paths.

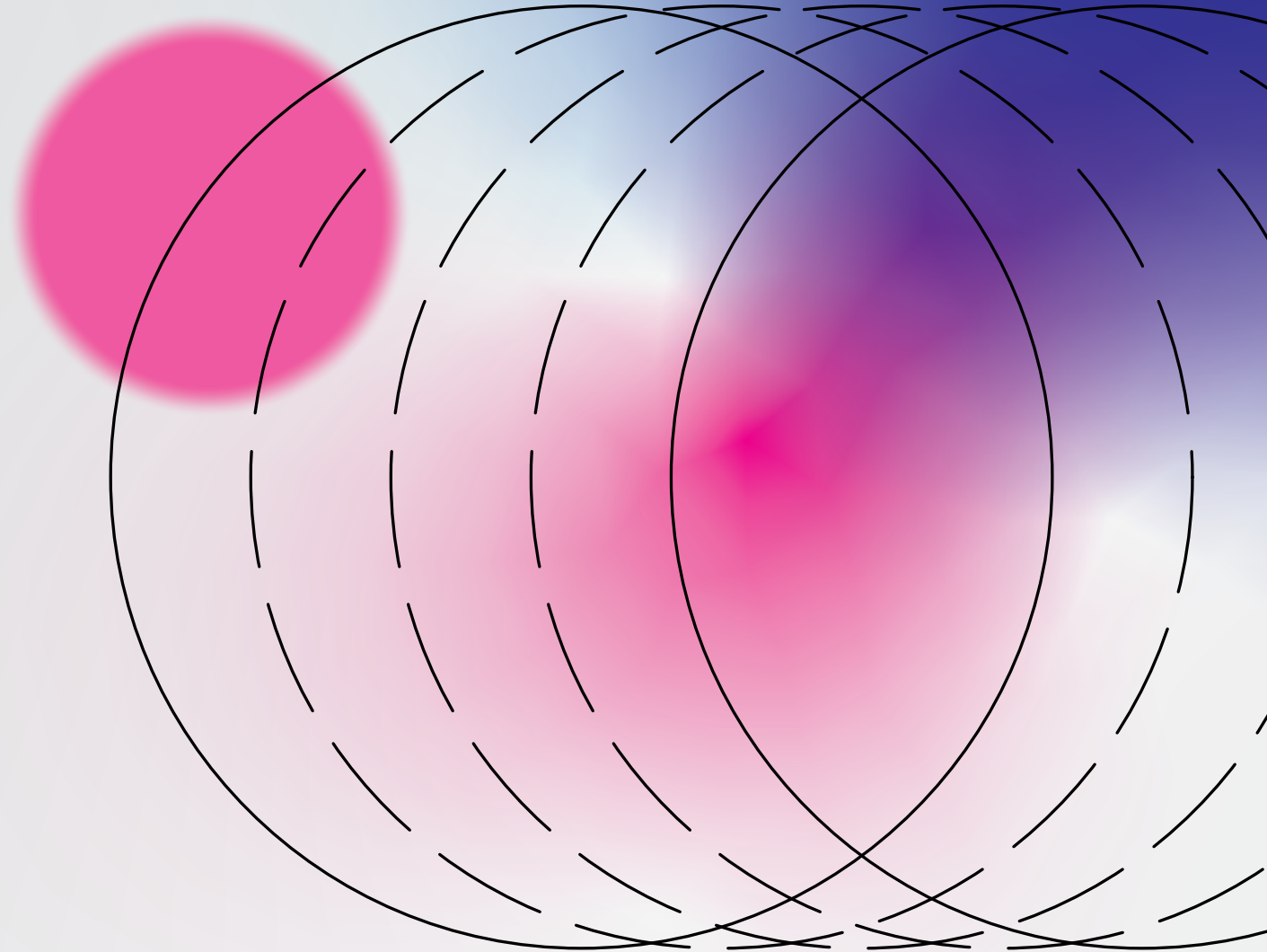
Our job is to make sure the paths are clear for the passenger even though they are complex behind the scenes.



Move to Co-Creation

Building experiences people love that also keeps businesses ahead of the curve.

No matter how much of the journey you "own," partnerships are now necessary for success. We need to seek out partnerships that mature and deepen how our brands align with passengers' values.





Co-Marketing

Brands or organizations partner together to expand their reach and visibility.
Also called co-branding.

vs.

Co-Creating

Industry partnerships need to move beyond co-marketing toward co-creation; the true integration of partners' resources, knowledge and networks to capitalize on opportunities that would be operationally, extremely hard to do on their own.

Apple + Mastercard

Financial Services

This is a classic example of co-creation. Apple offers convenience to their customers by allowing them to digitally store their cards on their phones.



IMAGE CREDIT: APPLE, 2020

Ford + Salesforce

Digital Integration

Ford partnered with Salesforce to democratize information and create more touchpoints with the customer across their car ownership experience. What are ways we can accelerate digital transformation within new and aging infrastructure to deliver the same type of experience across all our products and platforms?

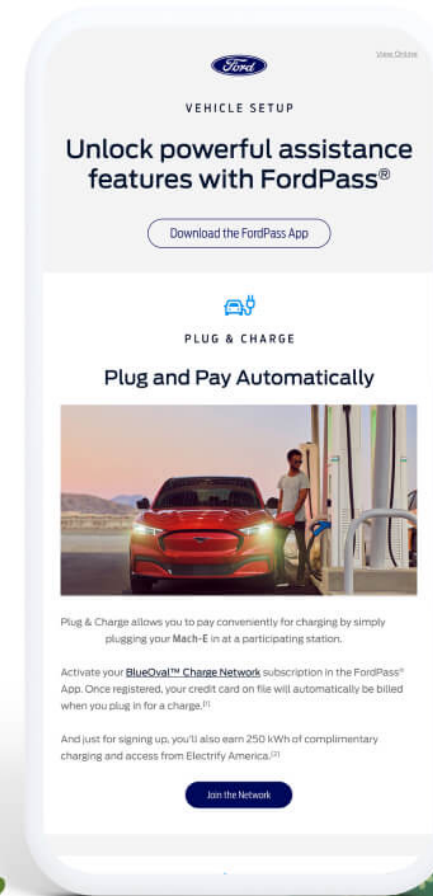
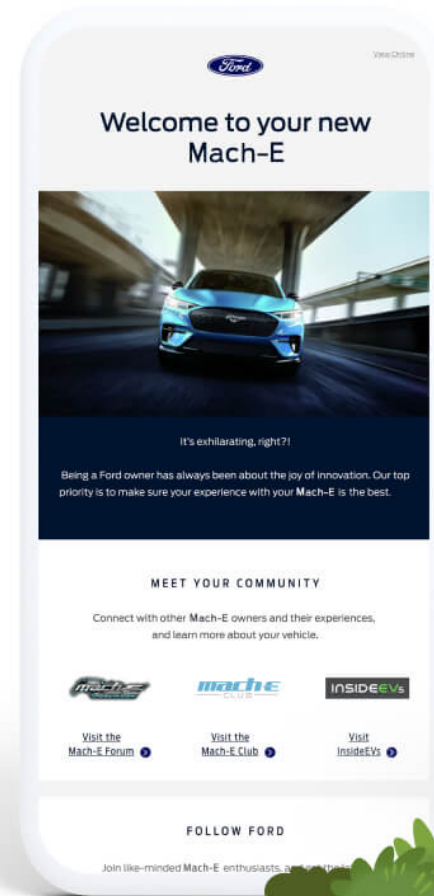
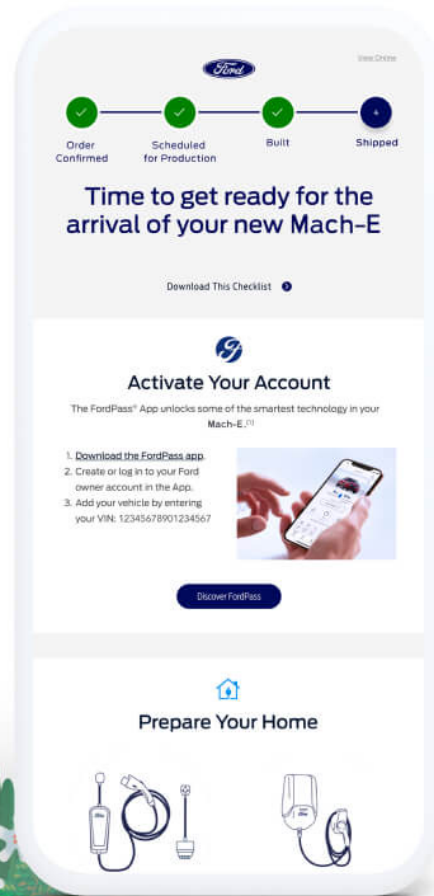


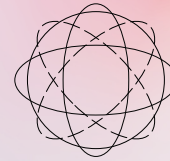
IMAGE CREDIT: FORD, 2022



Increase Touchpoints

You are part of a complete journey in passengers' minds

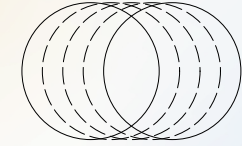
Identify where you can reduce friction within the passenger journey.



Think in Ecosystems

Stitch together different facets of the travel experience

Choose experiences outside of your domain that you could influence.



Move to Co-Creation

Seek out partnerships that deepen passenger engagement

Find opportunities outside of your domain that align to your brand purpose.



ERIC BOGNER,
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TEAGUE

If you're interested in continuing our conversation on passenger experience, reach out to me at ebogner@teague.com.

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