



## The MEADFA Conference 2014 Inflight Retail: To The Next Level

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# New Frontier of Onboard Retail

The airline industry is changing. Innovators are:



Introducing new self-service channels such as IFE and Wi-Fi storefronts



Improving the passenger experience



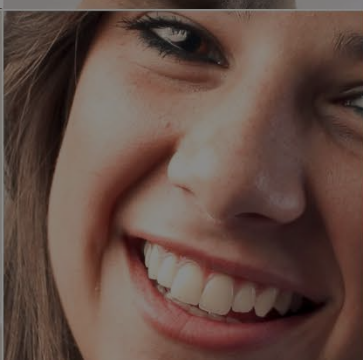
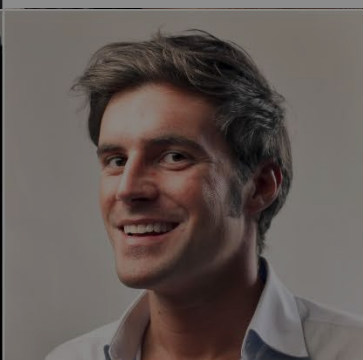
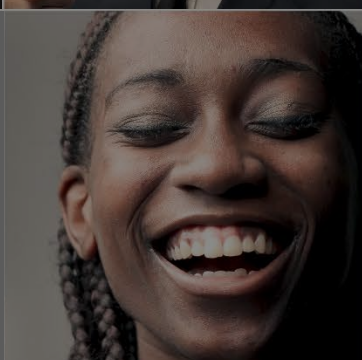
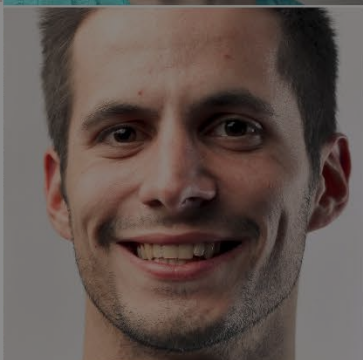
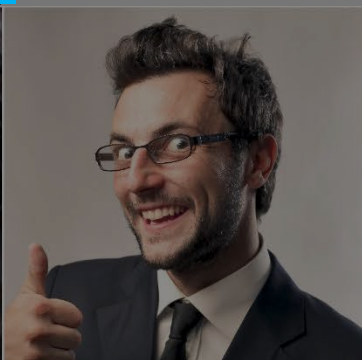
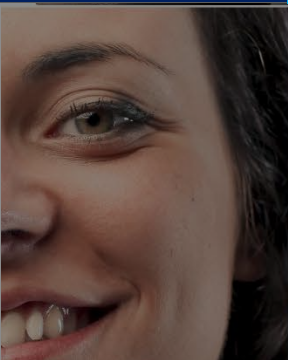
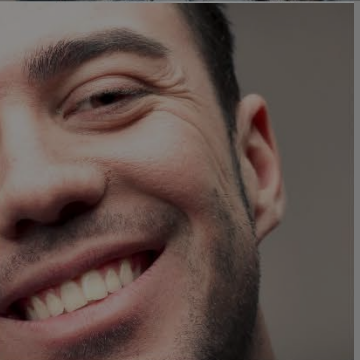
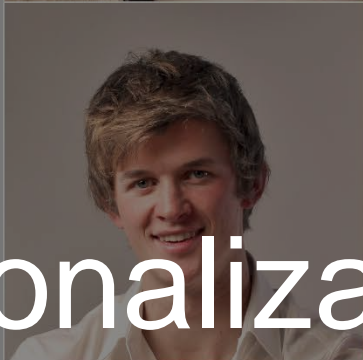
Selling new product categories such as entertainment & destination attractions and activities



Generating new revenues



# Personalization

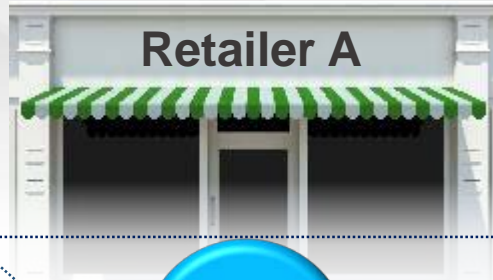






Retail & Air transportation  
amongst top industries  
positioned to leverage big data .

# Leveraging Big Data Facilitates a Smarter Shopping Experience



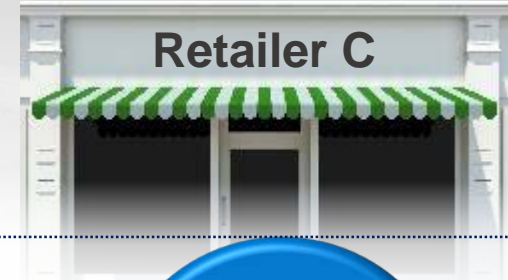
**Retailer A**

**Out  
of  
Stock**



**Retailer B**

Anticipated Demand  
Availability at Proper Location  
Dynamic Pricing  
Relevant Promotions  
Timely Offers  
Loyal Customers



**Retailer C**

**10%  
Higher Price**





# Driving Increased Revenue

Monitor previous leg performance

Set flight based/product targets

Targets that drive higher commission for crew

Prompts for upsell/cross sell opportunities

## 2 | Payments





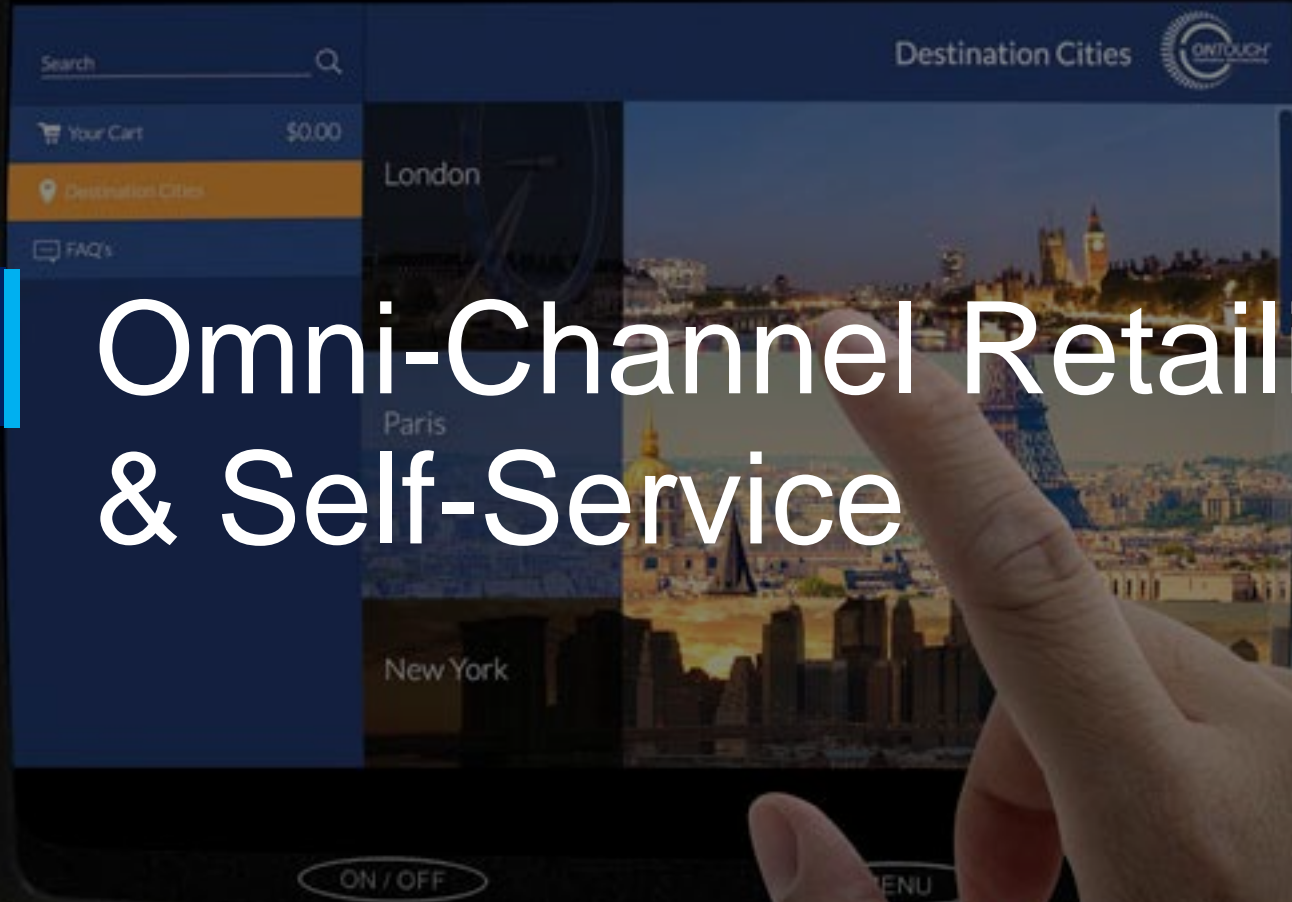


Mobile payments will top \$720B by 2017.

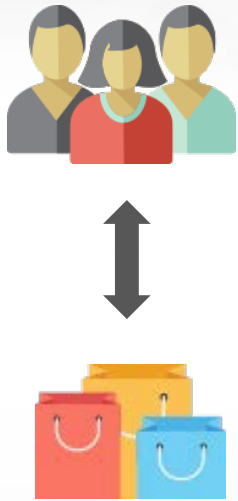
83% of airlines are prioritizing new payment technologies.



# 3 Omni-Channel Retailing & Self-Service



## Single Channel



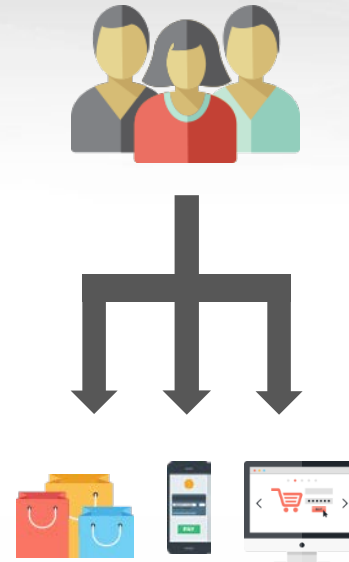
Customers experience a single type of touch-point

## Multi-Channel



Customers experience multiple touch-points, though they act independently of each other

## Cross Channel



Customers experience multiple touch-points as part of the same brand

## Omni Channel



Customers experience a holistic brand rather than individual channels



# Technology Enablers

## Omni-Channel Storefront for Airlines



IFE



Flight Attendant POS (traditional & Mobile)



Self-Service Kiosk



Passengers' Personal Smartphone & Tablets

**Thank You.**