

INFLIGHTSERVICE

Long Live Airline Retail!

2014-11-24

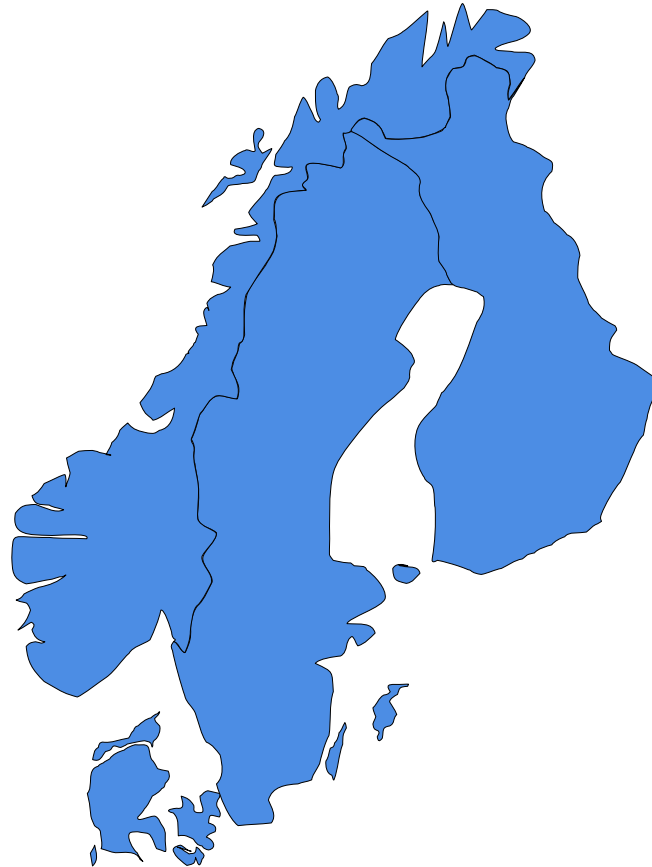
MEADFA Conference, Dubai



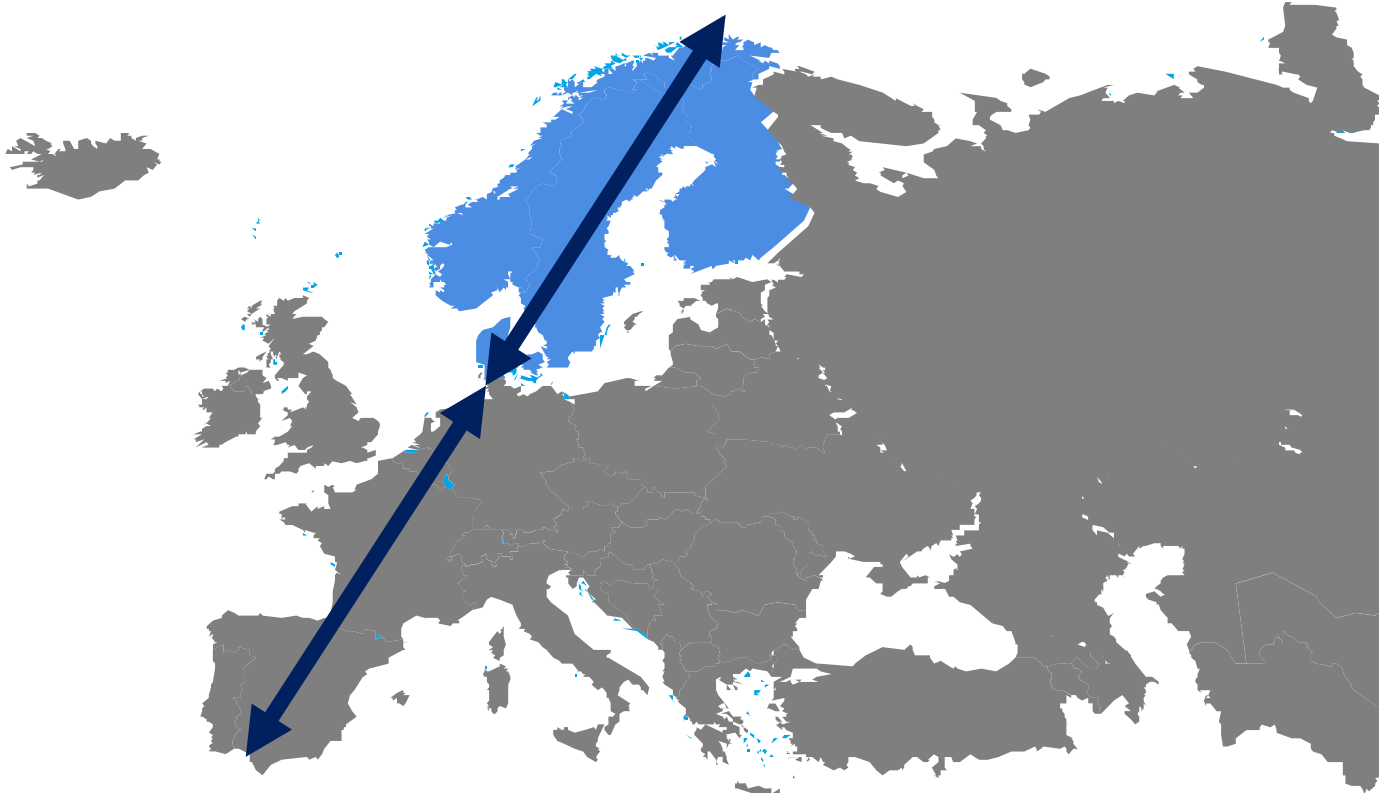
- A Introduction
- B The Problem
- C The Solution

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Nordics – Vast area, scarcely populated



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The General Store – Where Business was made



The Merchant – The man who made Business possible



Hakon Swenson, founder of ICA

The Customer – The people that the Business was made with



Börje

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Airline Retail losing out to Airport Shops, Internet, Domestic Market, Grey Market...



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Airlines vs All Channels				
2010 - 2013				
<i>01 October 2014</i>				
	2010	2011	2012	2013
Nordic/Baltic Airlines	271,2	325,7	329,8	325,5
<i>% Share of All Channels</i>	9,8%	9,4%	9,6%	9,2%
Nordic Baltic All Channels	2 763,4	3 466,7	3 428,4	3 552,5
Europe Airlines	1 199,8	1 251,8	1 232,2	1 198,2
<i>% Share of All Channels</i>	7,2%	6,6%	6,4%	5,9%
Europe All Channels	16 758,8	18 910,4	19 272,2	20 120,3
WORLD AIRLINES	2 686,6	2 851,4	2 991,9	3 021,4
<i>% Share of All Channels</i>	6,2%	5,6%	5,4%	5,0%
World All Channels	43 200,0	51 000,0	55 800,0	60 000,0

Source, Generation Research

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More Trolleys!



Back to Basics!



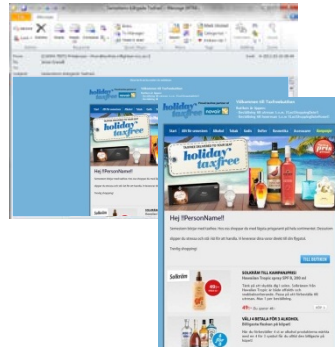
The Communication Program based on CRM Data (Example of Inflight Service' Nordic Program)

30 days prior to dep. →



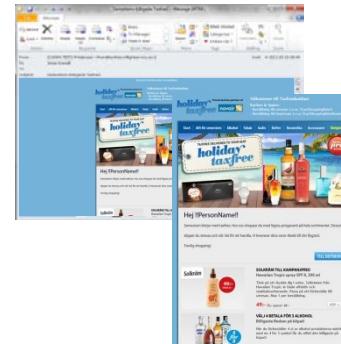
- A printed Pre-Order brochure is sent out to all passengers by mail
- The web shop is opened

25 days prior to dep. →



- An email is sent out to all passengers 25 days prior to departure

10 days prior to dep. →



- A second email is sent out to all who has not placed an order 15 days after receiving the first email

48h prior shop close →

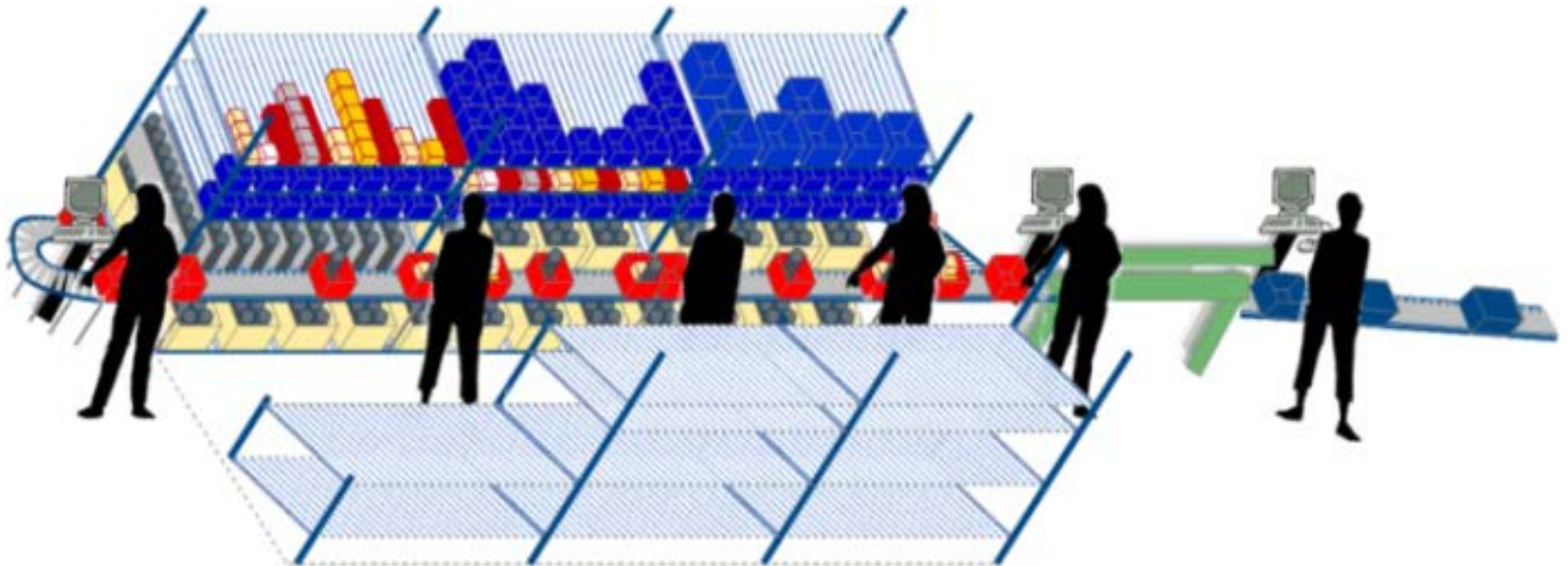


- An SMS is sent out to all who has not placed an order 48h before the shop closes for outbound orders

Order when you want, where you want and get it to your seat!



Current production line and systems allows efficient pick and pack of up to 1200 items



Order when you want, where you want and get it to your seat!
But have even more to choose from!

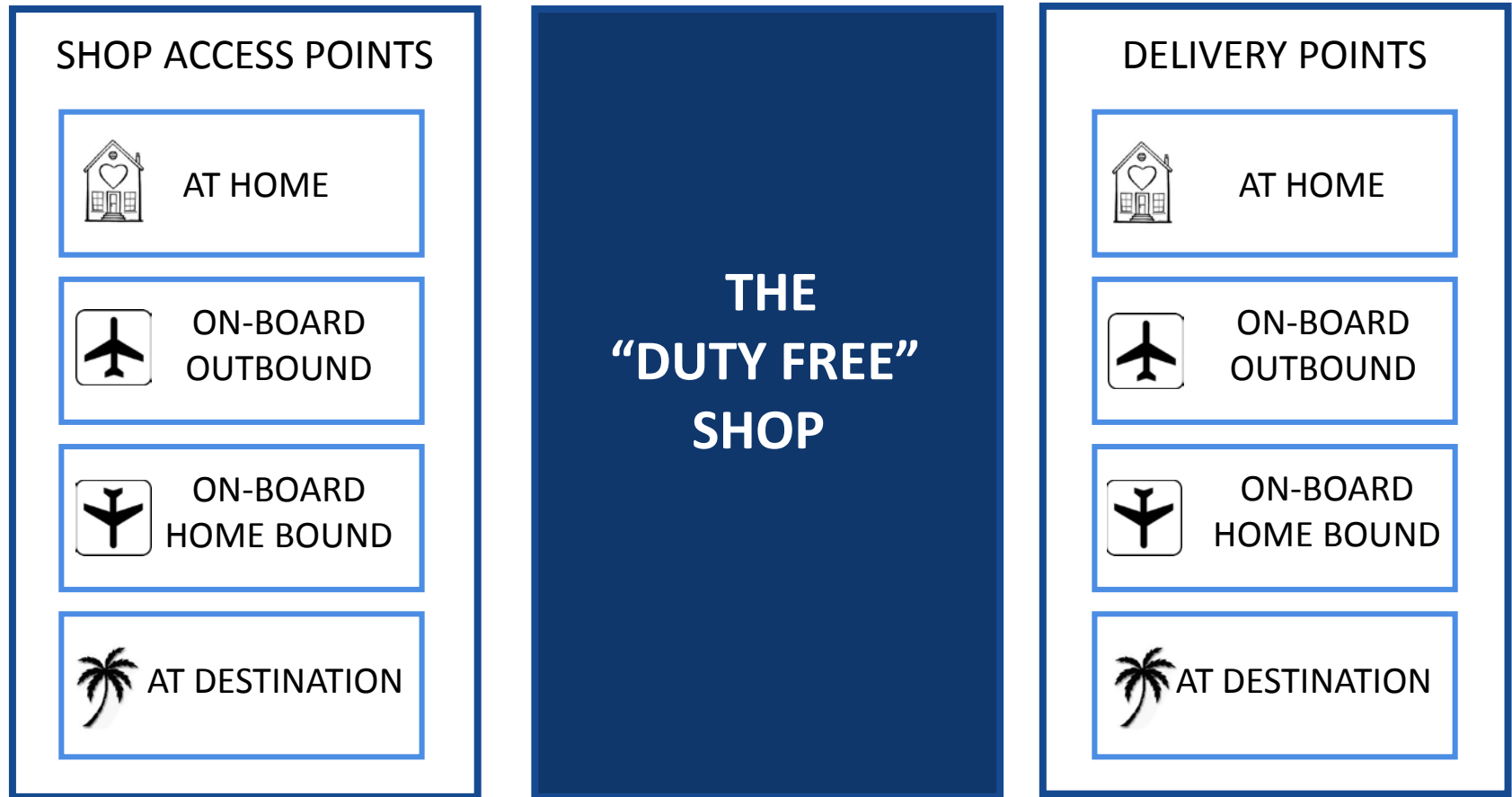


Logistics set-up to secure cost efficient Operations



Component	Capacity, assortment width	Capacity, output volume
Initial configuration	~10 000 products*	150 000 order lines / week
Added carousel pair	+ 2 500 products*	+ 25 000 order lines / week

The Vision – Omni-Channel access to the “Duty Free” Shop with flexible Delivery Points



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