

The Connected Airline



Forbes Insights and Sabre conducted a survey of operations, marketing, IT and finance airline executives to determine how airline operations can use technology to heighten the customer experience and improve profitability. According to the survey results, airline executives concur that to sustain growth and remain competitive, a primary focus on the customer is essential. In fact, 73 percent expect substantial transformation to the end-to-end customer journey during the next few years. The same executives realize they must incorporate unified processes, technologies and goals to successfully deliver a unified journey for their customers. In addition, during the next three to five years, the top three strategic priorities for airline executives include improving operational reliability, building customer loyalty and reducing operating costs.

The Competitive Airline



Enabling Operations To Create
The Best Customer Experience

Bridging The Gap Between Airline Operations And Passengers



How Unified Customer Data
Enables Operations To Improve
Customer Experience And
Profitability

