



Business-friendly Solutions



ACCELERATING THE AIRLINE'S DATA & ANALYTICS JOURNEY

Platforms of Intelligence for Digital Next Airlines

Traveler Experience, Commercial & Operations



Traveler Experience & Loyalty

- Traveler Segmentation
- Loyalty/Churn Analytics
- Ancillary Revenue Forecast
- Channel Affinity
- Campaign & Promotion Analytics
- Time To Buy Analysis
- Product propensity

1-2%
Incremental Passenger Load Factor

Commercial Intelligence

- Dynamic Pricing
- Inventory Optimization
- Overbooking Profile
- Account Profitability
- Sales Performance
- Route Profitability
- Agent Analytics
- Revenue forecast

2-4%
Improvement in Turn Around Time

Operations Intelligence

- Fuel Analytics
- Asset Utilization Analysis
- IOT/ Preventive Maintenance
- Spares Inventory Optimization
- Fleet Optimization
- Crew Utilization Analytics
- Attrition Propensity, Absence Propensity
- Catering Analytics

4-5%
Reduction in Fuel Cost



Our Data & Analytics Services

Data Strategy & Consulting | Data Modernization | Data Lake/Hub Implementation | Data Science & AI | Predictive and Prescriptive Analytics | Information Management (MDM, Engineering, Migration, Visualization) | Analytics or Data CoE



Accelerating the Airline's Data & Analytics Journey

Prebuilt Models, Dashboards for Airline Industry

01

40% Reduction in the implementation time



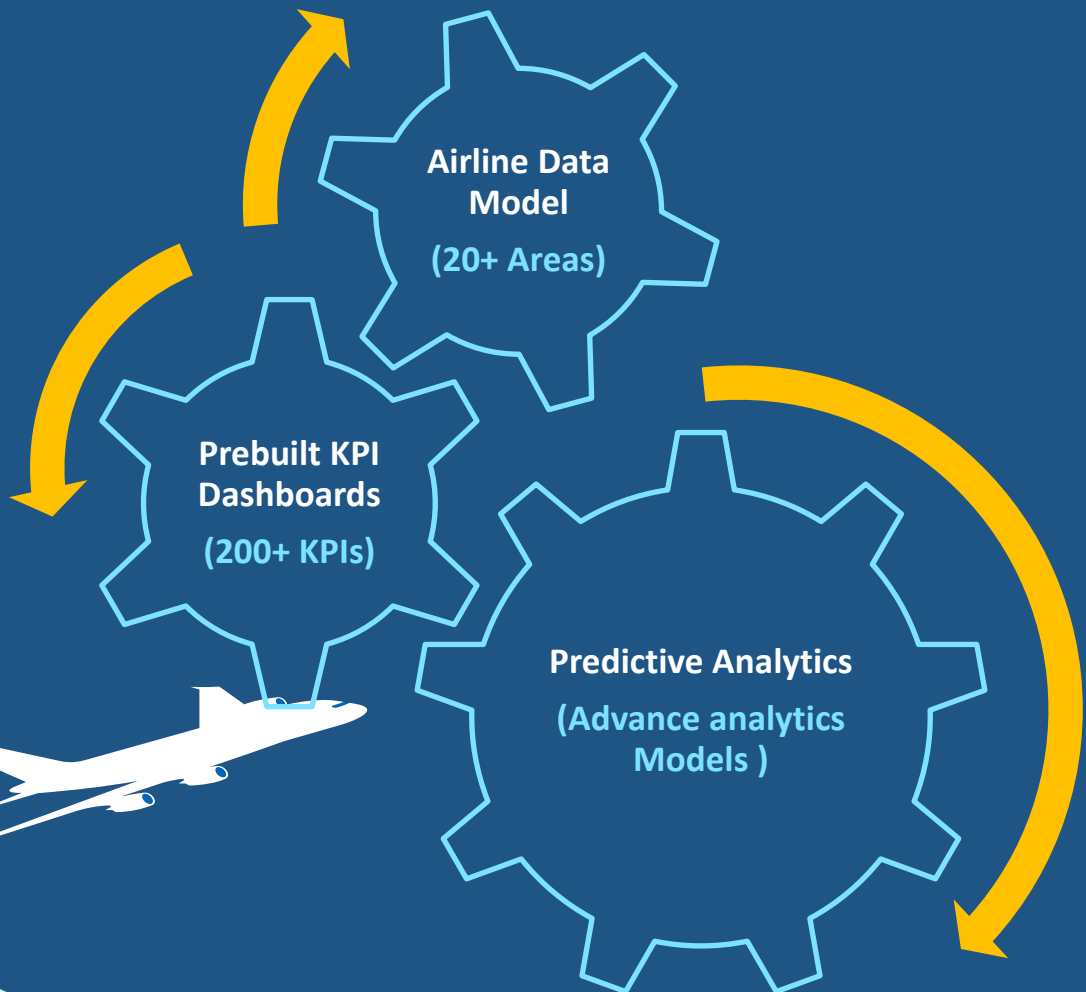
02

3x Faster Time to Value



03

Low risk as successfully re-purposed in multiple airline companies



200+ Airline KPIs Dashboard in Six Areas

Traveler Experience KPIs

- ❖ Customer Satisfaction/More Customers
- ❖ Improve Service levels realized for normal customer processing
- ❖ Minimize Ticket Costs
- ❖ Diversify into Airline Related Services
- ❖ Service level realized during exception/complaint processing
- ❖ Promote alternative distribution channels
- ❖ Economic/Operational Efficiency in Processing Passengers

Commercial KPIs

- ❖ Maximize Operating Revenue
- ❖ Improve Profitability
- ❖ Increase Revenue
- ❖ Maximize Shareholders Wealth
- ❖ Improve Capital structure Management/Long Term Solvency
- ❖ Minimize Aircraft Acquisition costs
- ❖ Improve working Capital Management/Short term Liquidity

Operational KPIs

- ❖ Cost Minimization
- ❖ Improve Utilization of resources
- ❖ Improve Asset Utilization
- ❖ Improve Ground Turnaround Time
- ❖ Manage recruitment efficiently
- ❖ Minimizing Fuel Costs

Operational - Employee KPIs

- ❖ Employee Retention
- ❖ Improve Cabin Crew Utilization
- ❖ Improve Employee Utilization
- ❖ Improve Employee Productivity
- ❖ Ground crew alignment with Company Goals
- ❖ Increasing Expertise and Adaptability

Environment Sustainability KPIs

- ❖ Minimizing harmful emissions and Improve Environmental Standards
- ❖ Improve Effectiveness of Social Initiatives

Competitiveness KPIs

- ❖ Improve Corporate Governance
- ❖ Tackling new players in the market
- ❖ Advertising Effectiveness

Pre-built and Ready to Deploy Dashboard Templates

Traveler Experience Dashboard



Revenue Management Dashboard

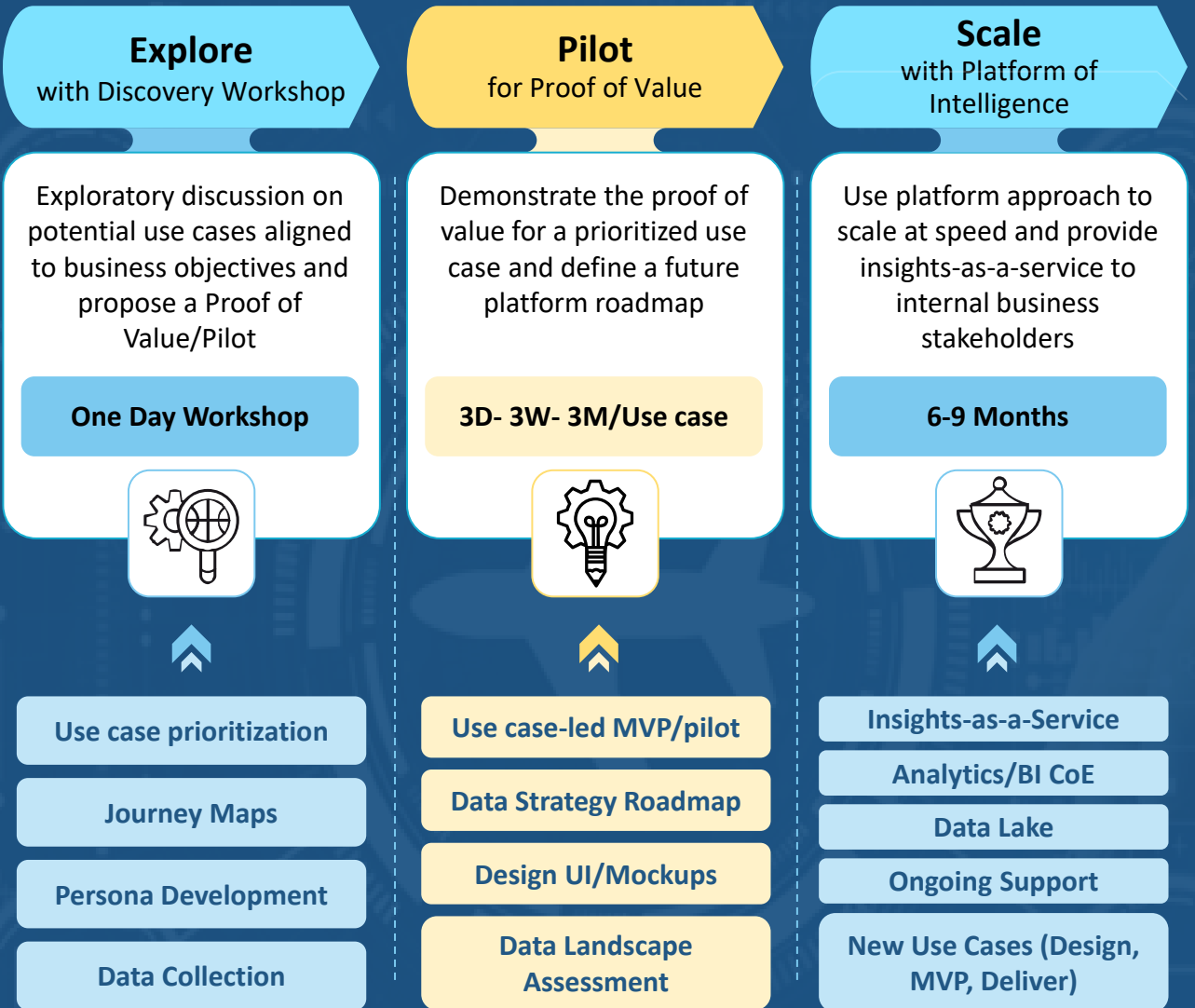


Operations Dashboard



What Next...

Jumpstart the Journey with a Workshop and Value-led Experimentation





ABOUT ITC INFOTECH

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.

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