

SINGAPORE AIRLINES

# AppChallenge

The graphic for 'AppChallenge' features a stylized white arrow pointing right, composed of horizontal lines. The tail of the arrow is filled with a pattern of binary code (0s and 1s) in a light blue color. The Singapore Airlines logo, a stylized bird in flight, is positioned at the end of the arrow's tail.

*Business Challenges 2017*



The theme for this year's SIA App Challenge is "Be Part of SIA's Digital Transformation". The business challenges are focused on two areas – Customer and Operations.

## **CUSTOMER**

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- Digital Singapore Stopover Holiday
- Cabin Seats Display
- Gamification of the KrisFlyer Programme
- Enhancing Service Centre Experience
- Exploring New Booking Avenues
- Accurate Contact Information for Timely Flight Updates

## **OPERATIONS<sup>#</sup>**

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- Cargo Shipment Management
- Tracking Inventory to Reduce Wastage
- Cabin Defects Management
- Cabin Crew Digital Recruitment

# Due to the technical complexity of these challenges, teams attempting these challenges will get an additional 20% points.





## CUSTOMER

### Digital Singapore Stopover Holiday

Our Singapore Stopover Holiday (SSH) customers rely on selling agents to brief them on arrival transfer information as well as on the SSH airport counter representatives to hand them the SSH welcome pack; these packs consist of QR attraction cards, attraction redemption information, hop-on/off bus maps and customer feedback form. The pack is paper-based and cumbersome for customers. Foreign-speaking customers have difficulty understanding the information. It is also difficult to convey operational or attractions updates to passengers such as last minute change of operating hours. Customers may also miss out on optional deals during their stay or find it inconvenient to purchase them on-the-go. The overall customer experience and satisfaction is therefore compromised. Lastly, the paper survey is too cumbersome for customers to provide feedback and collating of survey results for analysis.

*How can we make this more seamless for our customers?*

### Cabin Seats Display

To raise awareness of our new cabin products, marketing efforts include print and digital advertisements. However, these methods provide only 2D imagery and viewers are unable to enjoy a better sensory feel of the products. Hence, at events such as trade shows or travel fairs, some of our marketing teams present actual seat displays to let customers have a first-hand experience of the product. However, this is a resource-intensive option and may not always be possible depending on the location of the event. It should also be noted that seat displays do not provide an immersive in-cabin experience to the viewers.

*How can we make it the displays more accessible and deployable for our customers and agents?*



### Gamification of the KrisFlyer Programme

The KrisFlyer programme currently does not have any initiatives/benefits which are particularly attractive to the youth (aged 20-30). New digital initiatives designed using key gamification elements are needed to promote greater engagement amongst our existing base of younger members, in order to increase their loyalty to the programme. These initiatives should increase the relevance and attractiveness of KrisFlyer Programme and Singapore Airlines Brand to more youths in their daily lives.

*How can we introduce gamification and digital elements into the current programme to gain awareness and build brand loyalty among youths?*

### Enhancing Service Centre Experience

Passengers often visit the Singapore Airlines Service Centre at ION to find a resolution to their requests. As with many service centres, waiting time can be varied and long. Each passenger may spend as little as 10 minutes or as long as 3 to 4 hours at the counter with customer service officers working hard to resolve their issues. This is mainly because each transaction is unique and dependent on the nature of a passenger's case. As such, waiting time is prolonged, making it difficult to manage the expectations of others in the queue with regards to how long more it will take before it is their turn. Secondly, customer service officers are unable to determine the types of transactions or who they will be serving at the counter until they call for a passenger's queue number. Lastly, customer experience over the counter can feel rather transactional with no personal element.

*How can the customer experience at service centres be enhanced with the help of technology?*



### Exploring New Booking Avenues

Websites, mobile apps and chatbots are some of the currently available channels to book a flight. With new technologies and platforms constantly emerging, we are looking for the next big thing.

*What are some other new booking platforms we can introduce to our customers?*

### Accurate Contact Information for Timely Flight Updates

Passengers frequently overlook the importance of mobile contact information and choose not to provide us with their updated contact numbers at the point of booking or provide inaccurate contact numbers which are not verified. Bookings made through travel agents also sometimes do not contain passengers' contact details. Consequently, passengers miss out on critical information on flight changes and get affected by the changes. Passengers arrived at the airport, are anxious for updates. As there is no efficient way to capture contact information at this point of time, passengers will seek out airport staff to get updates, causing long queues at the airport counters. Some may constantly call the call centre for updates, creating high call volumes. Although contact can be recorded manually by airport staff, they would naturally also be weighed down with managing the flight disruption

*How can we ensure we have this data and keep our customers updated?*







## OPERATIONS

### Cargo Shipment Management

Accurate cargo dimensions are critical to our operations as inaccurate dimensions received could result in either cargo capacity being sub-optimised or shipments having to be physically re-stacked and/or re-positioned to cater for the actual dimensions, which would affect the timeliness of flight departures. Cargo space planning and flight punctuality could potentially be improved through visualisation aids to identify verify the dimensions and compute volume of the shipments.

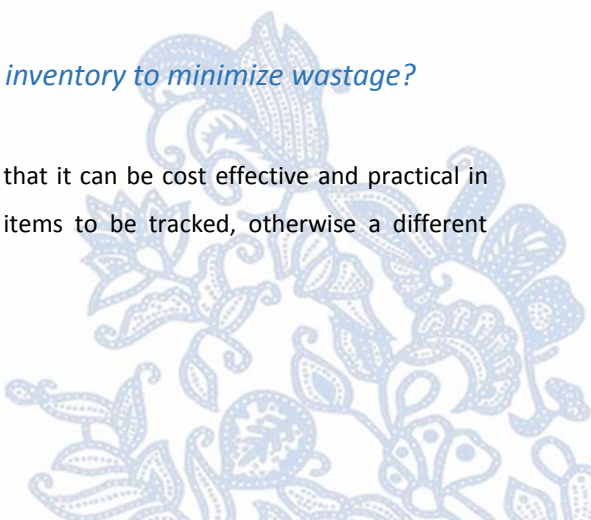
*How can we get more accurate dimensions and optimise our revenue?*

### Tracking Inventory to Reduce Wastage

Currently, there is no tracking of the actual usage or disposal of high value serviceware (crockery, cutlery, glassware) once they are issued out from our caterers' warehouses worldwide, and used on our flights. In ensuring a constant supply of these items, we need to reduce wastage and optimise utilisation through practical\* yet sustainable technology. Data on inventory issuance and uplift quantities of crockery items on a few sample routes will be provided as test cases for the solution.

*How can we track such serviceware and optimise our inventory to minimize wastage?*

\* e.g. if RFID technology is recommended, it must be demonstrated that it can be cost effective and practical in terms of the set up cost and the large quantities of small-value items to be tracked, otherwise a different methodology / technology should be recommended





## OPERATIONS

### Cabin Defects Management

Cabin maintenance is crucial to keep the cabin interior fresh for every flight but it is challenged with tight schedule to ensure timely flight departure. Cabin defects management requires coordination and regular communication across different teams in the hangar/airports. Better management and tracking of defects, pickups and task on ground will enable work to be done quickly and effectively.

*How can we manage this digitally and keep the number of defects to a minimal level?*

### Cabin Crew Digital Recruitment

As the icon of SIA's industry-leading brand of service, the recruitment of cabin crew is carried out with great care. Local and overseas interview exercises incur a considerable investment in time and resources. The suitability of applicants shortlisted are important considerations during recruitment as well. Besides serving as a recruitment tool, the solution should also engage and inspire millennials to look towards a career as an SIA cabin crew.

*How can we improve this recruitment process and at the same time inspire more millennial to be part of the cabin crew?*

