

Revolutionizing Airline Retailing Experience with Amadeus Nevio



Source: Pixabay (2020)

Background

The difficulty in identifying passengers across various touchpoints has been a key frustration in today's airline customer service. Travellers are often troubled by having to provide the same information repeatedly (PhocusWire, 2024), which also hampers airlines' ability to deliver timely and personalized experiences.

Amadeus, a leading provider of airline IT solutions, has introduced "Nevio," a next-generation technology aimed at simplifying the airline retailing experience for customers, with a focus on end-to-end traveler satisfaction (Simple Flying, 2023). Leveraging AI to provide travellers with hyper-contextualized and relevant offers, Nevio is designed to be 'traveller-centric' (Amadeus, 2023). For example, when shopping on an airline's website, Nevio recognizes returning customers, allowing them to pause and continue shopping from where they left off (Amadeus, 2023). Moreover, the technology enables airlines to package every step of the journey and make personalized offers based on the customer's recent searches and past bookings. For instance, it can propose a compelling family holiday package and recommend ancillary services, knowing that the customer recently searched for luxury beachfront hotels, values extra legroom, and prefers private transfers over car rentals (Simple Flying, 2023).

This technology is also applicable to service recovery. When flight disruptions occur, customers are immediately provided with alternative flight and hotel options on their mobile devices (Amadeus, 2023). The system can also help passengers reschedule airport transfers or other services in case of flight delays (Simple Flying, 2023). Additionally, Nevio can help airlines compensate those who experienced disruptions on previous flights by systematically offering complimentary lounge access or discounted airfare (Amadeus, 2023). Previously, it took airline staff around 10 minutes to rebook each passenger in the event of a cancellation; now, it only takes 5 minutes to reaccommodate an entire flight, with passengers given a range of rebooking options within half an hour (PhocusWire, 2024).

By optimizing data and integrating the airline ecosystem, Nevio enables real-time monitoring of event streams (Amadeus, 2023). This IT flexibility allows airlines to retrieve customer information wherever and whenever necessary, delivering a unique and personalized experience across all touchpoints (Amadeus, 2023). As a result, Nevio provides a more seamless and customer-oriented retailing experience.

Challenges

While Nevio aims to enhance the airline retailing experience by recommending travel plans and bundling flight tickets with hotels and attractions, a critical question arises regarding the market's actual need for such services. This approach could make it difficult for consumers to distinguish between services provided by airlines and those offered by online travel agencies (OTAs), potentially causing confusion about the unique benefits of each. Additionally, if the system automatically distributes compensations such as free lounge access and discounted airfare, airlines might face significant costs and saturation of lounge services. To address this, it is essential for airlines to establish clear rules and conditions for distributing these compensations, ensuring that the system remains sustainable while still providing meaningful customer support.

Discussion Questions

1. What are the main challenges airlines face in identifying passengers across different touchpoints?
2. In what ways does Nevio enhance the personalization of the travel experience for customers, and how might this impact on customer loyalty?
3. How can airlines differentiate their offerings from those of OTAs in a way that clearly communicates added value to customers?
4. What strategies can airlines implement to manage the costs associated with automatic compensation like free lounge access and discounted airfare?
5. What other technological advancements could complement Nevio to further improve the airline travel experience?

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Keywords

- Airline
- Personalization
- Artificial Intelligence (AI)
- Service recovery
- Touchpoints
- Passenger experience

以 Amadeus Nevio 革新航空公司零售体验



Source: Pixabay (2020)

背景

难以在各个接触点识别乘客身份，已成为当今航空公司客户服务中的一个主要痛点。旅客常常因不得不重复提供相同信息而感到困扰（PhocusWire, 2024），这也妨碍了航空公司提供及时、个性化体验的能力。

作为领先的航空公司 IT 解决方案提供商，Amadeus 推出了“Nevio”——一项旨在简化客户航空公司零售体验的新一代技术，其核心在于实现端到端的旅客满意度（Simple Flying, 2023）。Nevio 利用人工智能为旅客提供高度情景化且相关的产品，其设计理念是“以旅客为中心”（Amadeus, 2023）。例如，当旅客在航空公司网站上浏览时，Nevio 能识别回头客，允许他们暂停购物并在离开的地方继续（Amadeus, 2023）。此外，该技术使航空公司能够将旅程的每一步打包，并根据客户最近的搜索和过去的预订记录提供个性化产品。例如，在了解到客户最近搜索了豪华海滨酒店、看重额外伸腿空间、并且更喜欢私人接送而非租车，系统可以提出一个极具吸引力的家庭度假套餐并推荐附加服务（Simple Flying, 2023）。

这项技术也适用于服务恢复。当航班发生中断时，客户能立即在他们的移动设备上获得替代航班和酒店选项（Amadeus, 2023）。系统还能帮助乘客在航班延误时重新安排机场接送或其他服务（Simple Flying, 2023）。此外，Nevio 可以帮助航空公司系统化地为那些在先前航班中经历过中断的乘客提供补偿，例如赠送贵宾室使用权或折扣机票（Amadeus, 2023）。此前，在发生航班取消时，航空公司工作人员为每位乘客改签大约需要 10 分钟；现在，重新安置一整架飞机的乘客仅需 5 分钟，乘客可在半小时内获得一系列改签选项（PhocusWire, 2024）。

通过优化数据并整合航空公司生态系统，Nevio 实现了对事件流的实时监控 (Amadeus, 2023)。这种 IT 灵活性使航空公司能够在任何必要的时间和地点检索客户信息，在所有接触点提供独特且个性化的体验 (Amadeus, 2023)。因此，Nevio 提供了一个更无缝且以客户为导向的零售体验。

挑战

尽管 Nevio 旨在通过推荐旅行计划以及将机票与酒店和景点服务捆绑销售来提升航空公司零售体验，但市场对此类服务的实际需求仍是一个关键问题。这种方式可能使消费者难以区分航空公司与在线旅行社 (OTA) 各自提供的服务，从而可能造成对各方独特优势的混淆。此外，如果系统自动分发诸如免费贵宾室使用权和折扣机票等补偿，航空公司可能会面临巨大的成本和贵宾室服务饱和的问题。为解决此问题，航空公司必须为分发这些补偿建立明确的规则和条件，确保系统在提供有效客户支持的同时保持可持续性。

讨论问题

1. 航空公司在识别不同接触点的乘客时面临的主要挑战是什么？
2. Nevio 在哪些方面增强了客户旅行体验的个性化？这可能如何影响客户忠诚度？
3. 航空公司应如何使其产品与 OTA 的产品区分开来，从而向客户清晰地传达附加价值？
4. 航空公司可以采取哪些策略来管理与自动补偿（如免费贵宾室使用权和折扣机票）相关的成本？
5. 还有哪些技术进步可以与 Nevio 互补，以进一步改善航空旅行体验？

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关键词

- 航空公司
- 个性化
- 人工智能 (AI)
- 服务恢复
- 接触点
- 乘客体验

以 Amadeus Nevio 革新航空公司零售體驗



Source: Pixabay (2020)

背景

難以在各個接觸點識別乘客身份，已成為當今航空公司客戶服務中的一個主要痛點。旅客常常因不得不重複提供相同資訊而感到困擾（PhocusWire, 2024），這也妨礙了航空公司提供及時、個人化體驗的能力。

作為領先的航空公司 IT 解決方案供應商，Amadeus 推出了「Nevio」——一項旨在簡化客戶航空公司零售體驗的新一代技術，其核心在於實現端到端的旅客滿意度（Simple Flying, 2023）。Nevio 利用人工智慧為旅客提供高度情景化且相關的產品，其設計理念是「以旅客為中心」（Amadeus, 2023）。例如，當旅客在航空公司網站上瀏覽時，Nevio 能識別回頭客，允許他們暫停購物並在離開的地方繼續（Amadeus, 2023）。此外，該技術使航空公司能夠將旅程的每一步打包，並根據客戶最近的搜尋和過去的預訂記錄提供個人化產品。例如，在了解到客戶最近搜尋了豪華海濱酒店、看重額外伸腿空間、並且更喜歡私人接送而非租車，系統可以提出一個極具吸引力的家庭度假套餐並推薦附加服務（Simple Flying, 2023）。

這項技術也適用於服務恢復。當航班發生中斷時，客戶能立即在他們的行動裝置上獲得替代航班和酒店選項（Amadeus, 2023）。系統還能幫助乘客在航班延誤時重新安排機場接送或其他服務（Simple Flying, 2023）。此外，Nevio 可以幫助航空公司系統化地為那些在先前航班中經歷過中斷的乘客提供補償，例如贈送貴賓室使用權或折扣機票（Amadeus, 2023）。此前，在發生航班取消時，航空公司工作人員為每

位乘客改簽大約需要 10 分鐘；現在，重新安置一整架飛機的乘客僅需 5 分鐘，乘客可在半小時內獲得一系列改簽選項（PhocusWire, 2024）。

透過優化數據並整合航空公司生態系統，Nevio 實現了對事件流的即時監控（Amadeus, 2023）。這種 IT 靈活性使航空公司能夠在任何必要的時間和地點檢索客戶資訊，在所有接觸點提供獨特且個人化的體驗（Amadeus, 2023）。因此，Nevio 提供了一個更無縫且以客戶為導向的零售體驗。

挑戰

儘管 Nevio 旨在透過推薦旅行計劃以及將機票與酒店和景點服務捆綁銷售來提升航空公司零售體驗，但市場對此類服務的實際需求仍是一個關鍵問題。這種方式可能使消費者難以區分航空公司與在線旅行社（OTA）各自提供的服務，從而可能造成對各方獨特優勢的混淆。此外，如果系統自動分發諸如免費貴賓室使用權和折扣機票等補償，航空公司可能會面臨巨大的成本和貴賓室服務飽和的問題。為解決此問題，航空公司必須為分發這些補償建立明確的規則和條件，確保系統在提供有效客戶支援的同時保持可持續性。

討論問題

1. 航空公司在識別不同接觸點的乘客時面臨的主要挑戰是什麼？
2. Nevio 在哪些方面增強了客戶旅行體驗的個人化？這可能如何影響客戶忠誠度？
3. 航空公司應如何使其產品與 OTA 的產品區分開來，從而向客戶清晰地傳達附加價值？
4. 航空公司可以採取哪些策略來管理與自動補償（如免費貴賓室使用權和折扣機票）相關的成本？
5. 還有哪些技術進步可以與 Nevio 互補，以進一步改善航空旅行體驗？

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關鍵詞

- 航空公司
- 個人化
- 人工智慧 (AI)
- 服務恢復
- 接觸點
- 乘客體驗