

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?

References

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Keywords

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