

# Singapore Airlines AppChallenge 2019

## Problem statement Infobrief – Customer Experience: Lounge

How might we redefine our lounge experience to cater to the needs of our premium passengers?

- To elevate the dining experience for our passengers
- To create private spaces for our passengers in the lounge
- To locate available spaces in the lounge during peak period for our passengers

## Detailed Information

### 1. Background:

*The Premium Passengers Services Department manages the operations of the SilverKris Lounges and KrisFlyer Gold Lounges all over the world. We attend to the needs and requirements of our premium passengers, and ensure service delivery excellence to our passengers.*

*Singapore Airlines SilverKris Lounges offer a homely space for our passengers to refuel, refresh, and relax at the airports before departing for their flights.*

*Our passengers can look forward to a sense of familiarity and comfort, along with personalised services and a delectable selection of food and beverages, including iconic dishes from Singapore.*

*As our passengers' expectations increase over the years alongside the competitive offerings and services from other lounges, Singapore Airlines SilverKris Lounge must continually improve our passengers experience.*

*We want to leverage on new technologies to offer better and a wider range personalised services to meet their needs whilst improve planning and operations for our lounge operators.*

## 2. Business Impact:

*The main objectives that the SilverKris Lounge would like to achieve and improve on includes:*

- *Increased customer satisfaction score*
- *Increase no. of compliments and reduce no. of complaints*
- *Optimize space utilization within the lounge*

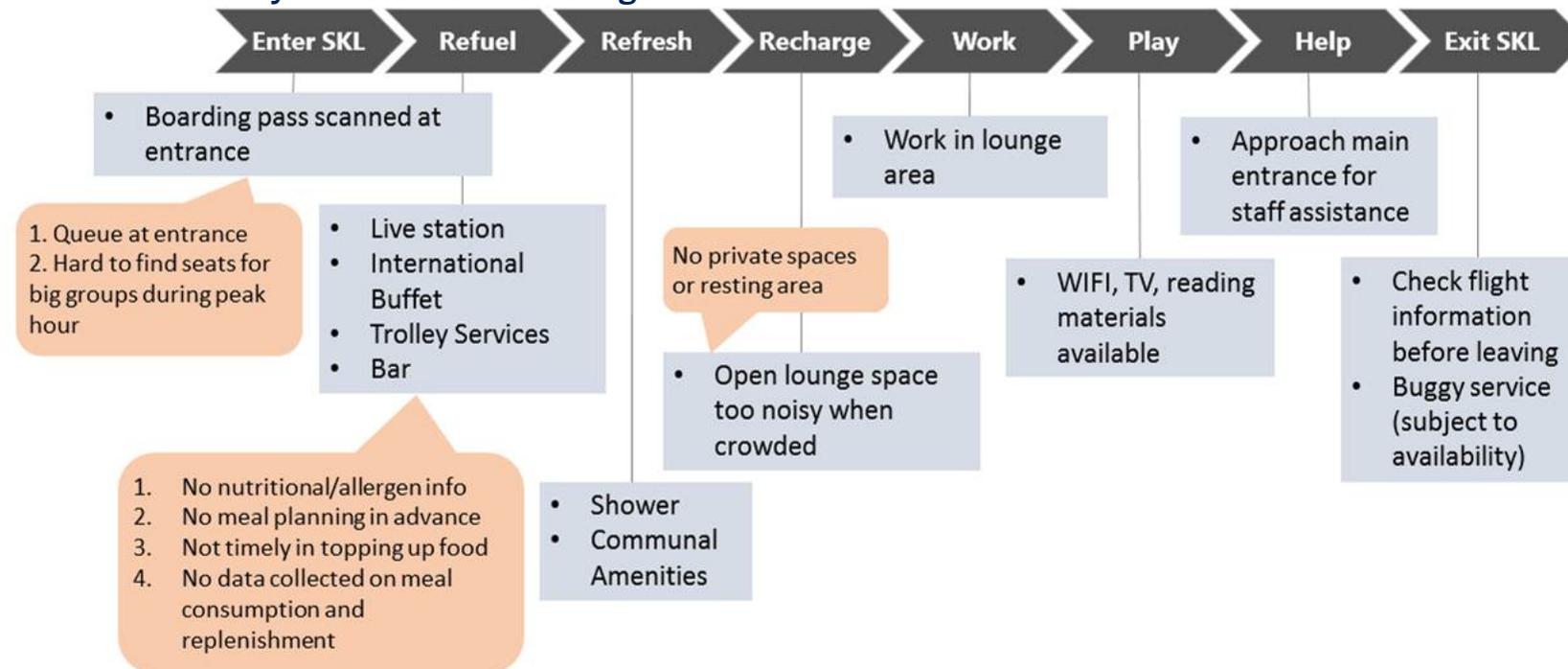
3. Details of the current processes, pain points, constraints, and opportunity pockets:

There are many touch-points in the SilverKris Lounge (SKL).

As our premium passenger enters SKL their boarding pass will be scanned, and their information will be captured in our Lounge Access System (LAS). They will then be able to explore the various spaces and offerings within the lounge to refuel, to refresh, and to relax.

Given the high volume of passengers using the lounge during peak periods, and the limited space that we have, there are number the pain points that we observed.

A Customer Journey in the SilverKris Lounge:



*Some opportunities and technologies you may want to consider could include the following, but this list is not exhaustive and we look forward to hear from you guys about other innovative ways to delight our passengers.*

- **Computer Vision (CV)**: *One way to track utilisation of space and movement within the lounge is with computer vision. Using such technology our staff can be alerted of events in the lounge, and actions to take, all in proactive manner.*
- **Augmented Reality (AR)**: *AR could be an interesting way for us to educate and inform passengers about the offerings and services in the lounge. This technology offers new ways for passengers and even staff to interact with objects in the lounge, which could improve customer experience and efficiency.*
- **Internet-of-Things (IoT)**: *Likewise IoT opens up many new opportunities for us from tracking and sensing (understanding space utilisation etc.) to also offering passengers new ways of interacting with elements within the lounge.*
- **Natural Language Processing (NLP) / Chatbots**: *To free up human resources, some of the basic servicing tasks, like answering of queries can be augmented by artificial intelligence, such as using chatbots.*

*However, do keep in mind that the lounge itself should be a quiet / private space for our passengers, the use of audio and voice interfaces must be appropriately implemented keeping that consideration in mind.*

*Also, do note that because confidentiality and privacy issues your solution should not capture or store any of our passengers data that are personally identifiable, this would include voice, photos / images of them.*