

# Singapore Airlines AppChallenge 2019

## Challenge statement Infobrief – Customer Experience: In-Flight

How might we elevate the in-flight seat and entertainment experience to delight our passengers?

### Opportunity Areas

- To better develop inflight entertainment content relevant to our customers' preferences.
- To reimagine new platforms for delivering inflight entertainment
- To enable cabin crew to deliver a more anticipatory service from cues derived from customers' interaction with their seat environment

### Detailed information

#### 1. Background

*At SIA, our Inflight Entertainment (IFE) team strives to continuously improve customer experience onboard through better understanding of customers' needs and preferences which evolve with time.*

*Apart from curating the types of onboard media (movies, TV shows, music), games and flight information, we would also like to take our IFE one step further 'beyond entertainment', delighting our customers with innovative functions and features on new IFE platforms of the future.*

*We are also exploring ways to elevate customer experience by creating a personalised experience for each customer. Customers spend large amounts of time interacting with their seat environment, using the in-seat features and functions differently during various phases of the flight. There are also opportunities to leverage on new seat technology (e.g. sensory) to anticipate and address customers' needs proactively.*

## 2. Business Impact

*The proposed solution should drive increased customer satisfaction on the various touch points of a passenger flight journey. In addition, as the passenger aviation industry is a competitive one, the proposed solution should be innovative, but concurrently be in line with aircraft regulations.*

## 3. Current processes, pain points, constraints, and opportunity pockets

*Participants should take note of the following constraints and challenges:*

- 1. The cabin is a confined environment, and there is limited stowage space in the aircraft. Thus, the developed solution should be lightweight and require minimal space.*
- 2. Given the current technology available on aircrafts, the challenge is to provide a more anticipatory and personalised service to address each customer's individual needs more proactively. There is also a requirement to balance the level of pro-activeness to avoid it being construed as intrusive.*
- 3. Certification from aviation authorities is often necessary when introducing new hardware on board, even within the cabin - to ensure regulatory compliance as well as the airworthiness of the aircraft.*

*Participants may consider some of these innovative opportunity areas, technologies, and resources when building your proposal. This list is not exhaustive and we welcome any other innovative technologies and solutions that addresses our pain points and opportunities.*

- **Applications:** Applications to provide functional add-ons of digital solutions which might be applied across various systems on board, allows engagement/interaction with passengers such as for personalisation, feedback etc.*
- **Big Data Analytics:** Leverage on publicly available datasets, or data garnered from above Applications on movie / TV show viewership and ratings to create an intelligent recommendation engine to (1) curate and recommend desirable media contents, and (2) provide customers with an intuitive feel while using the IFE system*

- **Augmented Reality:** AR solutions to blend the physical and digital world to improve customer experience onboard. For example, through interactive games, or overlaying informative contents within the cabin.
- **Internet of Things:** IoT Sensors to sense passenger interactions, or changes to the state of hardware onboard. Do take consideration for customers' privacy. Solution(s) to provide input from sensors should be not be overly intrusive and personally non-identifiable.