

# Singapore Airlines AppChallenge 2019

## Challenge statement Infobrief – Customer Experience: On-Ground

How might we offer an effortless and customised ground experience for our passengers?

### Opportunity Areas

- To leverage automation and technology to deliver the appropriate level of personalization commensurate with the customer segments
- To launch Infrastructure-less capabilities to guide passenger through the airport
- To simplify and streamline processes through new digital technologies

### Detailed information

#### 1. Background

*The SIA Airport Operations Department is responsible for the smooth and efficient airport experience for all SIA's customers in Singapore and at our overseas stations. The customers' day-of-travel journey is a long process, with many touchpoints and interactions starting from the time they leave for the airport to the airport experience and until they get settled in the aircraft. The journey re-continues when they arrive at their destination and only ends when they leave the airport to start the purpose of their journey. The process re-starts when they start their journey home or to another destination.*

*The airport journey is filled with many onerous and complex activities governed by various regulations, safety requirements and security processes. It is often loathed by customers for the stress it creates, especially when they seek a seamless and simplified process.*

*We at Singapore Airlines, endeavor to create a simple, seamless and fuss free experience for our passengers when they move through the airport. Using technology, process change and a combination of both, our team*

*works relentlessly to create a stress-free experience for our passengers, regardless of their class of travel, gender, nationality and age.*

*Some of our objectives include:*

- To deliver a consistent experience that meets/exceeds the customers' basic needs*
- To deliver the appropriate level of personalization commensurate with the customer segments to delight and raise the day-of-travel experience and generate loyalty*
- To simplify and streamline internal processes, procedures, and administration such that airport operations can run in the most cost and/or effort efficient manner*
- To leverage on automation and digitalization to reduce costs while not compromising on customer service*

*The ideal challenge is to make the airport experience forgettable and as transient as possible.*

## **2. Business Impact**

*Solution should address and deliver some of these business impacts.*

- Reduction of customer effort as they move through the airport processes*
- Prevention/reduction of flight departure delays*
- Reduction in cases of passengers missing their flights/reporting late for their flights*
- Improved customer experience (e.g. ease congestion at check-in counters/boarding gates, seamless wayfinding in the airport)*
- Increased customer satisfaction (e.g. CSAT scores for each touchpoint should rise)*
- Effective transfer or movement of passengers and their baggage from one flight to another*

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

*Our passengers' journey begins when they start their journey to the airport. Upon arriving at the airport. They will then proceed to the respective check-in counters differentiated by the class of travel. Due to our flight schedules, there are flights which depart concurrently. This may result in long queues at the check-in counters. Passengers will sometimes have to face a longer check-in process. After check-in, passengers are free to roam around the airport before actual flight departure. Usually no later than one hour before the scheduled departure time, they would clear the required immigration process and head straight to the departure gate. Those who decide to explore the transit area, would clear immigrations early so that they can either make their way to the airline lounge or explore the shopping and dining outlets within the airport transit area. Duty free shopping is a common activity for many passengers. At no later than 30 minutes before the departure, the passengers must be at the boarding gate for the mandatory security screening before they navigate the final hurdle of the boarding process before proceeding to the aircraft.*

*Upon landing at their destination, one group of passengers will, after exiting the aircraft, make their way to clear immigrations and then to collect their baggage before the usually mandatory stop for duty free and then exit the airport after clearing customs' formalities. Once in the public area, passengers will focus on getting out of the airport as quickly and easily as possible.*

*Another group of passengers, who have connecting flights to other destinations, will only be halfway through their journey. Upon exiting the aircraft, the passengers will navigate an often-foreign transit area to make their way to their next departure gate, assuming that they have already checked-in. If not, they would have to head to a transfer counter to complete their check-in formalities. Depending on the country they are in and/or the type of ticket that they have, passengers may have to go through immigration and/or customs' formalities. Security procedures are a mandatory norm before they board their next flight.*

*Besides the onerous and challenging processes at immigrations, customs and security, passengers are also faced with challenges of navigating an unfamiliar airport.*

*Check-in and boarding processes can also be laborious and cumbersome, especially for those with children in tow, different types of luggage, etc. Common stress points include,*

- *passenger seating (are they together, is it upfront, aisle/window seat.. etc.),*

- *luggage concerns (excess baggage, will my bag be uplifted, what if it gets lost, etc.)*
- *getting stuck at the border*
- *forgetting items*
- *meals on board*

*Once at the boarding gate, security processes are usually the most stressful with the need to remove laptops, liquids/aerosols & gels, belts, shoes, jackets for screening through often limited security points. Long queues only exacerbate a challenging situation.*

*Once through, the final stress point will be the actual boarding process where common reasons for stress include*

- *Will my hand carry be seized by the staff*
- *Will I have space to stow my stuff on board*
- *Long queues at the boarding counter and aerobridge*
- *Arduous disembarkation and arrival cards required by the destination's immigrations and customs authorities*
- *Being seated next to difficult customers (crying children, selfish neighbours, etc)*
- *Flight not departing and arriving on time.*

*Participants may consider some of these opportunities and technologies when building their proposal. This list is not exhaustive, and we welcome any innovative solutions that addresses our pain points and opportunities. Your solution need not address the entire airport journey but may focus on any of the segments that you feel comfortable with.*

- **Augmented Reality:** *Leveraging on AR to overlay informative digital contents in the real world, in the physical airport environment to guide and inform passengers about the items and events in their surroundings in the airport.*
- **Way-finding:** *Can we guide our passengers from the various touch points to the next, from check-in to immigrant, and finally to gate? There are a multitude of way-finding and tracking technologies from beacons, GPS, RF fingerprinting, to computer vision, however we need to identify and work within the confinements of the airports we fly to, thus it is preferred that the solution is infrastructureless.*
- **Autonomous Vehicles:** *We have some passengers that requires assistance in moving around the airport such as by using wheelchairs or buggies, however man resources are limited at peak hours. There is a possibility to substitute or augment some of this work to smart autonomous machines to ferry these passengers.*

*Do note that Singapore Airlines and the Airports are separate entities, and we do not own any airport infrastructure nor have the autonomy to install things in the airport premise. Hence, the ideas and solution that you propose should be infrastructureless, not requiring installation of additional hardware on site.*