NEW APPLIED NOW: TRANSFORMING THE FLIGHT EXPERIENCE

VIDEO TRANSCRIPT

[Music]

00:00:09.459 --> 00:00:09.469

00:00:11.959 --> 00:00:11.969

I've taken many different roles at

00:00:15.259 --> 00:00:15.269

Accenture from ensuring that the website

00:00:15.269 --> 00:00:17.930

Accenture from ensuring that the website

00:00:17.930 --> 00:00:17.940

is up and running to managing any of

00:00:17.940 --> 00:00:19.970

is up and running to managing any of

00:00:19.970 --> 00:00:19.980

sourcing activity related to the server

00:00:19.980 --> 00:00:23.720

sourcing activity related to the server

00:00:23.720 --> 00:00:23.730

I had that opportunity to lead a major

00:00:23.730 --> 00:00:26.240

I had that opportunity to lead a major

00:00:26.240 --> 00:00:26.250

revamp for Philippine Airlines digital

00:00:28.939 --> 00:00:28.949

experience we use site for technology

00:00:28.949 --> 00:00:31.189

experience we use site for technology

00:00:31.189 --> 00:00:31.199

which is a web content management system

00:00:31.199 --> 00:00:34.100

which is a web content management system

00:00:34.100 --> 00:00:34.110

to build a responsive and easy to use

00:00:34.110 --> 00:00:36.910

to build a responsive and easy to use

00:00:36.910 --> 00:00:36.920

digital platform for Philippine Airlines

00:00:36.920 --> 00:00:39.170

digital platform for Philippine Airlines

00:00:39.170 --> 00:00:39.180

the end result is a user-friendly

00:00:39.180 --> 00:00:41.389

the end result is a user-friendly

00:00:41.389 --> 00:00:41.399

website where customers can easily

00:00:41.399 --> 00:00:44.420
website where customers can easily

00:00:44.420 --> 00:00:44.430
access key features like online bookings

00:00:44.430 --> 00:00:47.150
access key features like online bookings

00:00:47.150 --> 00:00:47.160
and loyalty programs the website has a

00:00:47.160 --> 00:00:49.369
and loyalty programs the website has a

00:00:49.369 --> 00:00:49.379
content editor functionality that allows

00:00:49.379 --> 00:00:51.650
content editor functionality that allows

00:00:51.650 --> 00:00:51.660
Philippine Airlines to customize and

00:00:51.660 --> 00:00:54.290
Philippine Airlines to customize and

00:00:54.290 --> 00:00:54.300
publish content at any time this

00:00:55.850 --> 00:00:55.860
includes personalized marketing

00:01:00.080 --> 00:01:00.090
campaigns for specific customers over a

00:01:02.770 --> 00:01:02.780
year it gained 80 percent more users

00:01:06.740 --> 00:01:06.750
sessions increased by 93% and pageviews

00:01:10.850 --> 00:01:10.860
went up by 100 32% I learned cyber

00:01:13.520 --> 00:01:13.530
technology after joining a century and

00:01:15.499 --> 00:01:15.509
it was exciting to see what I could

00:01:17.330 --> 00:01:17.340
achieve with you there are many avenues

00:01:19.789 --> 00:01:19.799
to keep adding to my skill set and it's

00:01:21.800 --> 00:01:21.810
where I can be adventurous with

00:01:24.560 --> 00:01:24.570
technology and that's what I love most

00:01:30.560 --> 00:01:32.619
[Music]

you