Digital Readiness for Customer Experience in the Airline Industry

Objectives

Findings

1. What is your top customer experience challenge?

2. “We’re still very archaic in the way they interface, the way they're able to offer a very customized experience, those are who we need to learn from.”

3. “New players like Google Flights are going to be the GDSs of the future.”

4. "If you look at Amazon, it’s all about their customer experience and how they interact with the consumer. The only thing we need to do is to understand what it is we need to learn from."  

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Conclusion

For more information, visit accenture.com/airlinesurvey