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Smart Engagement helps airlines in maintaining network operations – keeping planes flying to schedule, aiding in identifying and planning for any potential disruptions to the network, whether environmental, mechanical, staffing or IT.

Rapid, interactive, communications inform passengers, pilots, and crew when delays impact flights. Operational resilience is supported, through improved technology notifications, crisis communications and IT incident management.

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## ADVANTAGE

- Keep planes flying to schedule
  - Rapid response and incident resolution
  - Proactive passenger engagement
  - Increase passenger loyalty
  - Instant crisis management notifications
  - Increased cost efficiencies
  - Minimize risk
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# How airlines and airports use Smart Engagement today



## CUSTOMER ENGAGEMENT

### FLIGHT REMINDERS AND DELAY NOTIFICATIONS

Automate flight schedule changes to passengers

### CUSTOMER OFFERS

Frequent flyer promotions and upgrade deals



## BUSINESS RESILIENCE

### CRISIS AND EMERGENCY MANAGEMENT

Rapidly communicate and take action with the right people during emergency situations and crisis

### IT SERVICE MANAGEMENT

Communicate IT outages to staff, executive and resolver teams in a timely, accurate, relevant and succinct manner



## OPERATIONAL COMMUNICATIONS

### CREW FLIGHT DELAY NOTIFICATIONS

Automate flight schedule changes to cabin and ground crew

### SHIFT FULFILMENT

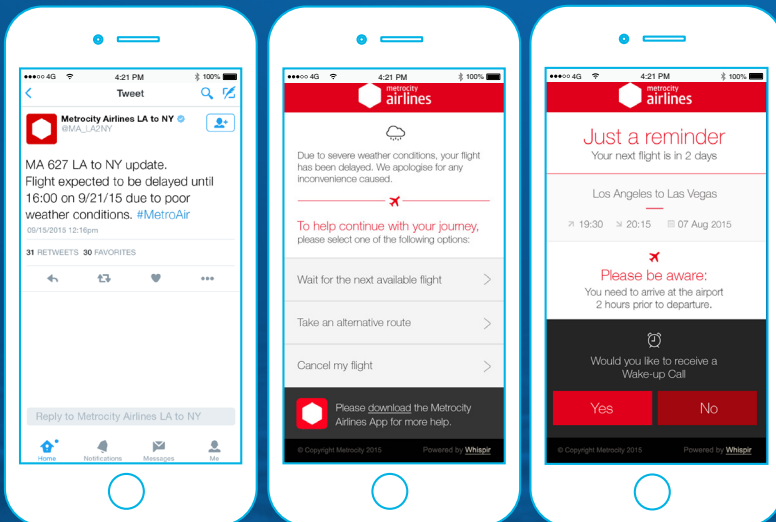
Rapidly contact available replacement staff based on skills, location and availability

### OCCUPATIONAL HEALTH AND SAFETY

Build a safer working environment for staff through important training and notifications



## Proactive, interactive communications



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