



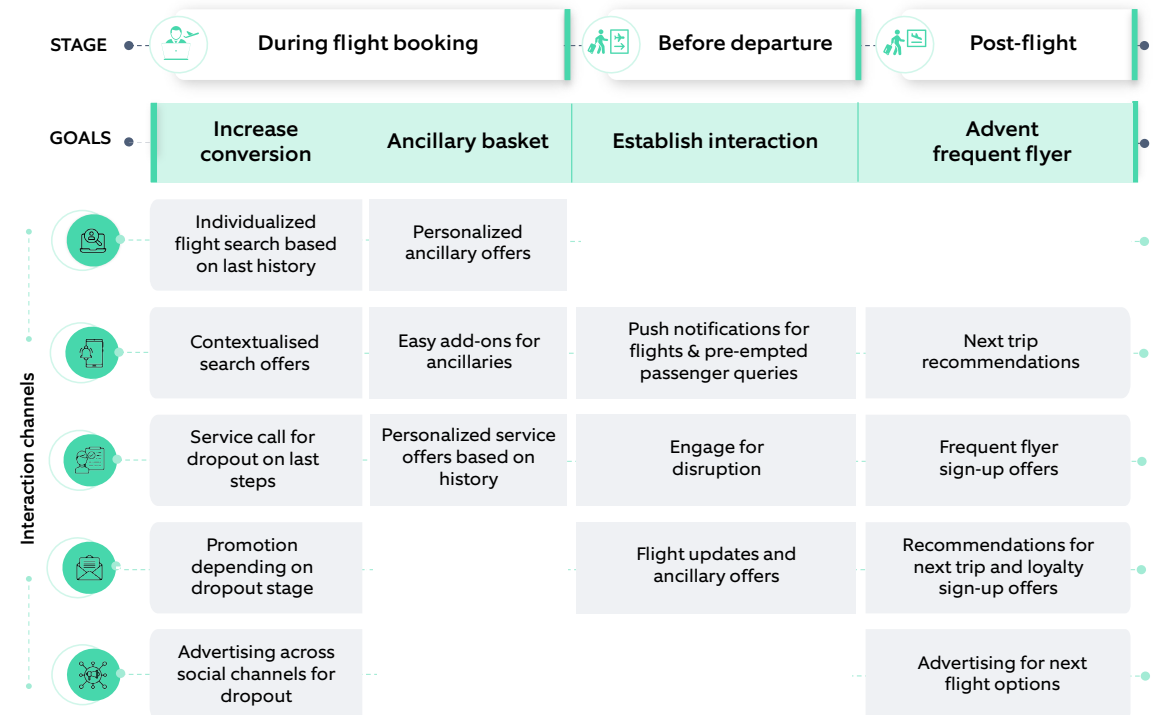
Create meaningful connections across the passenger journey

As airlines aim to become more passenger-centric, managing passenger relationships effectively is the key driver for their customer experience teams. We use our deep domain knowledge and technological expertise to help airlines create impactful engagements and turn passengers into brand champions.

To find out how you can accelerate your transformation to establish lasting passenger relationships, connect with our experts at explore.tnl@nagarro.com.

Establishing omnichannel, personalized engagement

Since passengers have a low attention span, it is imperative that airlines capture their attention at the right moment with the right content. Omnichannel personalized engagement keeps the passenger engaged in different stages of their journey with personalized content across channels and achieves the desired airline goals.



How we can help

Leveraging CRMs & CXMs to create lasting engagements



Salesforce

- Assessment-features identification and scope definition
- Impact analysis with up/downstream applications
- Business case analysis
- Features roadmap definition
- Infrastructure assessment & set-up



Adobe
Experience
Manager

Adobe Experience Manager (AEM)

- Web content and experience management
- Adobe commerce and marketing
- Experience optimization (recommendation, analytics, audiences, online testing and behavioral targeting)
- Search implementation



Microsoft
Dynamics 365

Microsoft Dynamics

- Data integration
- Analytics
- Customer/ field service
- Customer portals
- Marketing automation

Our accelerator to fuel your transformation

iPRM – Salesforce-based accelerator for omnichannel passenger engagement

Einstein enabled

- Built on Salesforce Einstein recipes to add intelligence factor to your engagement with passengers

Customer 360 profiling

- One platform to know everything about passengers
- CLV, churn rate and micro-segmentation

Ancillary, offer & content personalization

- Personalization through ancillary affinity calculation (context, persona, and purchase history)
- Personalized engagement recommendations

Omnichannel engagement

- Integrated across all channels including call-centers, social media, mobile, web, and chatbots
- Determining individualized, optimal channel(s)

For more about us, visit www.nagarro.com

Why Nagarro?

15+
Years' experience in airline
product engineering

27
Countries

12,000+
Experts

98.9%
Offered solutions match client's
expectations

About Nagarro

Nagarro is a global leader in digital engineering with over 15 years of experience in the industry. We help leading airlines across the globe become digital-first companies, enabling them to run intelligent and agile operations powered by data and automation, increase revenues through next-gen NDC-based distribution, and create a personalized customer experience via omnichannel engagement.

Thinking Breakthroughs