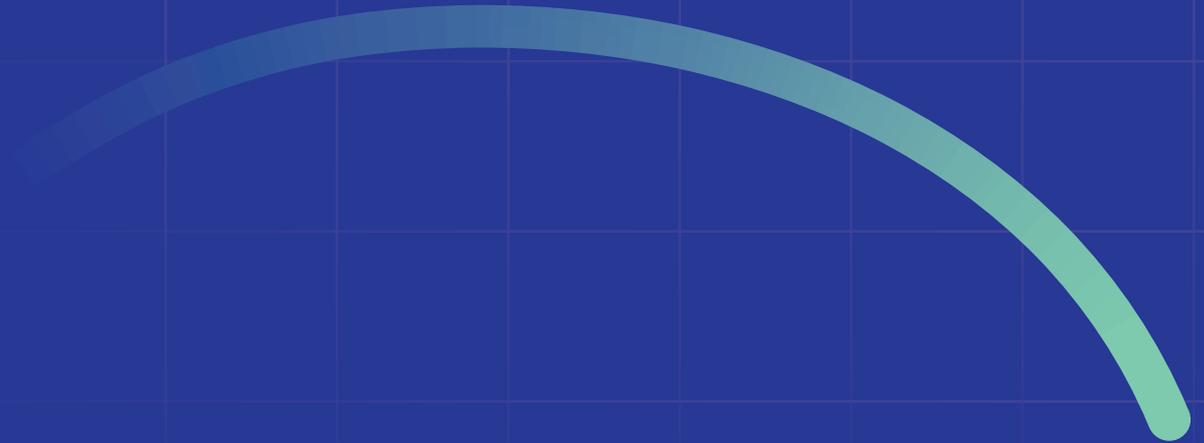




Creating intelligent systems through data and AI

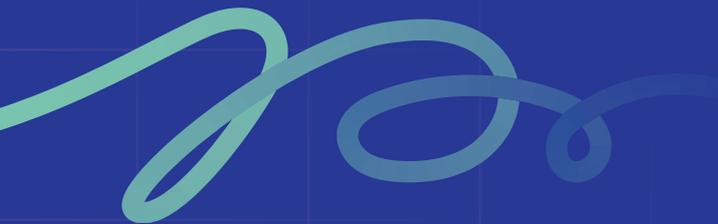
Harness data and AI for a future-ready airline



Have you heard of Nagarro? We are already making airlines such as Lufthansa and Star Alliance smarter, more connected, and more efficient. Why not you?

The airline industry continuously generates vast data across various processes and operations. This data can be used for improving efficiency, safety, customer experience, and more. Your data is the key to unlocking essential insights that can elevate your success.

At Nagarro, our aviation experts have designed smart solutions by utilizing data and AI intelligently to build transformative solutions for airlines across operations management, customer experience, safety, and sustainability. The insights drawn can be used to completely transform the way airlines operate, resulting in better accuracy, revenue, and efficiency.



Want to know more?

Read on



Key pillars to establish data-driven intelligent systems for transformation

We utilize our data and AI capabilities to bring in intelligent systems for a complete digital shift of airline processes.



Decision support systems

Enabling quick decision-making by analyzing data sets across various sources to provide the best available options for tackling business problems



Smart data narrative

Summarizing huge volumes of data through BI reports/dashboards and self-service capabilities with descriptive, predictive, and prescriptive analysis



Customer genome

Deploying the right customer segmentation techniques for hyper-personalization and real-time contextualization through 'aMerchandizer,' an intelligent merchandising engine



Digital workforce

Understanding workforce distribution, identifying personas, and blending the workforce with digital application



Digital insights

Collecting, analyzing, and interpreting a plethora of digital information to create seamless and deeply personal passenger experiences



Customer genome

Decoding customer preferences through our aMerchandizer accelerator



What is aMerchandizer?

An intelligent merchandizing engine, aMerchandizer is built on a customer genome platform along with data science technologies like AI/ML. aMerchandizer helps airlines in creating customer engaging experience.

By leveraging aMerchandizer, you can target the right customer segment with the right offers at the right time using the right channel with the best suited packages. The engine creates a knowledge graph for each persona to understand their affinities towards ancillaries and then evaluates the data with real-time context like load factors, routes, and flight duration. It also gives revenue managers a multi-dimensional insight on the sales activities across all channels.

The solution can be easily integrated with any PSS and RM systems and is scalable to any data and ancillary products.

Benefits of aMerchandizer

- 1.** Knowledge graph-based customer segmentation
- 2.** Real-time contextualization based on the scoring mechanism
- 3.** Omnichannel experience for customers
- 4.** Real-time sales performance reports for revenue managers
- 5.** Highly scalable to any ancillary type and data context



Digital workforce

Ensuring lean and agile operations with automation and digital personas

We help build a blended digital workforce by defining digital personas and automating processes with selective human intervention across business functions.

Our digital workforce solutions:

Smart crew

Transforming manual cabin operations and empowering crew by digitizing processes

HuBot customer service

Bridging the gap between customers and service agents by adding digital overlay

Connected AME

Shifting towards a paperless & smart way of aircraft maintenance & engineering

Digital ramp-agent

Digitizing monitoring and recording activities for ramp staff via a cloud-based mobility solution

Our Connected Worker accelerator

Enables your global workforce to connect, share data, and collaborate seamlessly. The solution works both offline and online and uses assisted reality technology on devices such as smart glass, mobile, tablet, and HoloLens.

Key features:

- Easy access to data/data mobility for your operations
- Image and video capturing
- Digitized operational workflows
- Real-time data exchange
- Hands-free operation
- Speech to text conversion



Decision support systems

Enabling intelligent decision-making with AI

What we offer?

With our smart algorithm-based models you can apply cognitive technologies on various data sets derived from different internal and external systems. The result? Smart narratives, patterns, and trends that help business users make decisions backed by strong inferences.

How do we do it?

Define the problem

Identify the data sources and data sets

Integrate information

Build intelligence

Design

Deliver

Where do we apply it?

1. Route profitability

Simulate, evaluate, and decide optimum pricing strategies based on thousands of user-configurable business rules and data sets.

2. Opinion mining

Extract opinion words in multiple languages and generate sentimental analytics from feedback received to analyze service improvements through the AI-based solution.

3. Maintenance & Engineering

Get consolidated and contextualized information from maintenance documents provided by OEM and ensure quick turnaround time/visibility on spare parts via engaging generative AI.



Smart data narratives

Unlocking the power of real-time information through modern business intelligence



By leveraging AI, NLP, and data potentials, we are aiding airlines and airports to discover, interpret and conclude the information their data holds. Using Modern business intelligence (BI), we help prioritize self-service analytics and empower business users by extracting full value from data without any dependency.

What we offer?

With our smart algorithm-based models you can apply cognitive technologies on various data sets derived from different internal and external systems. The result? Smart narratives, patterns, and trends that help business users make decisions backed by strong inferences.

Data integration

Ingesting data from disparate data sources and bringing it together in a centralized platform by building efficient and scalable data integration pipelines.

Data science & AI

AI-driven data engineering for generating a multidimensional view of your data that helps you generate actionable insights for real-time decision-making.

Data management

Building scalable data repositories by implementing architectural patterns like data mesh and data warehouse that are cost-optimized (on both cloud and on-premise environments).

Data analytics & visualization

Ready-to-use reports and dashboards that generate actionable insights from historical datasets as well as real-time streaming datasets with self-service capabilities.



Digital Insights

Creating personalized experiences by understanding passengers' needs and goals



Digital Insights aims to redefine the airlines industry to create journeys that are not only seamless but also deeply personal. It helps gauge passengers' needs, dreams, preferences, behaviors, and emotions.

With our AI accelerator, we are able to create something extraordinary efficiently to:

- Structure high amounts of data based on the relevancy level
- Refine keyword differentiation to enhance accuracy of linguistic mapping
- Create better configuration of demographic segmentation at each individual stage of the journey

Imagine stepping onto a plane where everything feels tailor-made. From your preferred entertainment options to your favourite seat and meals designed specifically for your own taste buds – we can make it all happen.





Success stories



Star Alliance

A mobile companion for Star Alliance customers

Star Alliance partnered with Nagarro to build an integrated mobile flight-and-fare search solution that supports the ability of customers to search flights, obtain pricing, make reservations, and board planes across all 26 of their member airlines. A biometrics facial recognition system for different airport processes was also developed to be used on all participating airlines at airports worldwide.



Miles and More

A modernized app for enhanced user experience

Nagarro helped migrate the Miles & More mobile application to hybrid cross-platform technology on time and within the budget to create a transformative user experience for over 35 million end customers. With the new Miles & More loyalty program app built using Flutter technology, users were able to earn and redeem miles seamlessly across iOS and Android platforms.



Flyr

A 100% cloud-native digital-first airline

Nagarro's airline consultants helped Flyr identify the right tech products and evaluated the core commercial airline systems, such as revenue management, reservations, and departure control, to create a 100% pure IATA ONE Order-based airline within just six months. Nagarro experts also contributed to quality assurance/testing and systems maintenance/operational support.

About Nagarro

We are shaping the company of tomorrow

Nagarro is a global digital engineering leader with a full-service offering, including digital product engineering, digital commerce, customer experience, AI and ML-based solutions, and CRM, SAP, CMS, ERP, and Salesforce capabilities. We help our clients become innovative, digital-first companies through our entrepreneurial and agile mindset, and we deliver on our promise of thinking breakthroughs.

We have a broad and long-standing international customer base, primarily in Europe and North America. This includes many global blue-chip companies, key airports, leading independent software vendors (ISVs), other market and industry leaders, and public sector clients.

Today, we are over 19,000 experts across 35 countries, forming a Nation of Nagarrians, ready to help our customers succeed.

Connect with our aviation experts at
tnl@nagarro.com



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