

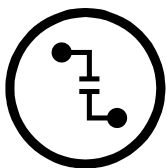
Future of Airline Fulfillment

October 2025



Current State Fulfillment Overview

*Today's airline **operations** are shaped by **legacy systems** and **evolving customer expectations**, creating a complex environment that challenges both efficiency and service quality*



Disconnected Journey

Multiple touchpoints and systems create a fragmented experience, increasing complexity for travelers and operational burden for staff



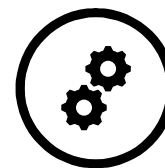
Manual Workarounds

Reliance on manual processes leads to inefficiency, higher error rates, and inconsistent service



Limited Tracking & Visibility

Incomplete data into customer fulfillment status and limited automation to proactively address fulfillment failures



Operational Bottlenecks

Disruption management and fulfillment tracking are slow, resource-intensive, and incomplete, impacting customer satisfaction and organizational agility

*Modernizing with an Offer / Order management system will enable a **seamless, integrated, and tailored** travel experience - transforming operations, while elevating both customer satisfaction and airline efficiency*





Today vs. Tomorrow | *Fulfillment*

T O D A Y

Fragmented systems result in inefficiencies in tracking Day of Travel service fulfillment, causing secondary issues such as challenges in revenue accounting and processing refunds.

Record Consolidation

- × **Inconsistent fulfillment tracking** from utilizing multiple systems / processes

Visibility & Tracking

- × **Limited and fragmented tracking of ancillary services** (e.g., SSRs, in-flight meals) resulting in reduced visibility and challenges in identifying fulfillment issues

Revenue Recognition

- × Revenue accounting **requires backend validation to identify / realize the value of flight segments**

Automatic Refunds

- × **Manual validation of unfulfilled services** causes refund delays and increases customer service workload

T O M O R R O W

Establish Order as the **single source of record** for flight and ancillary fulfillment to enable the acceleration of Delivery Management

- ✓ **Operational efficiency by consolidating all records into a single Order**, replacing PNR, e-tickets, and EMDs

- ✓ **Enable real-time service recovery** through enhanced visibility and tracking systems, allowing immediate identification and resolution of fulfillment issues for customer purchases

- ✓ **Streamlined, seamless revenue recognition** once fulfillment of services has been validated

- ✓ **Automatic refunds** for unfulfilled services / products that are not consumed by passengers



Benefits of Modernized Fulfillment to Customers and Employees

*Enhanced Fulfillment will bring the following benefits to the **Customer**...*



Enhanced Travel Experience

- *Ensure consistent and accurate delivery of special requests, eliminate surprises, and enhance customer engagement by leveraging customer order history*



Improved Satisfaction & Loyalty

- *Reduced booking errors, faster check-ins, and efficient customer service*



One Stop Experience

- *Customers can conveniently track Order / Fulfillment status and proactively adjust flights and ancillaries directly, avoiding the need for visit multiple vendor sites*

*....while also solving pain points and bringing new value to the **Employee***



Operational Efficiency

- *Automated booking, integrated systems, and optimized management reduce manual errors*



Heightened Productivity

- *Clear customer insights, prioritized tasks, and enhanced collaboration via centralized systems*

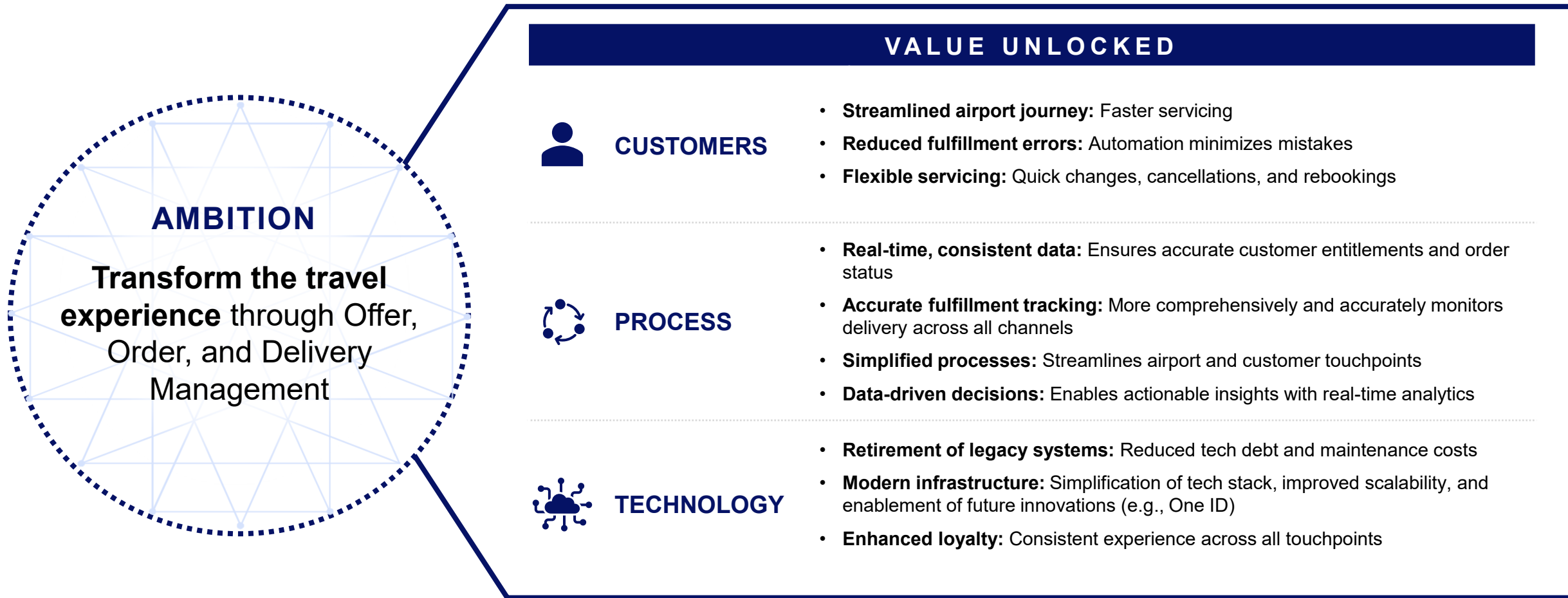


Employee Satisfaction

- *Streamlined processes reduce stress, real time data, & new technology for skill development*



Fulfillment | Vision for the Future



Enabling the future ambition for fulfillment **requires integrated Offer / Order / Delivery Management systems**

