

Top 5 Shifts Shaping the Future of Airline Retailing

Surain Adyanthaya

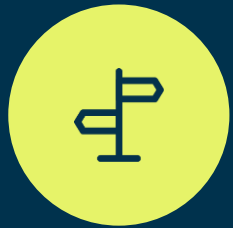
President, Global Industries

Network, Product & Price Win Market Share; Customer Experience Wins Loyalty

PROS



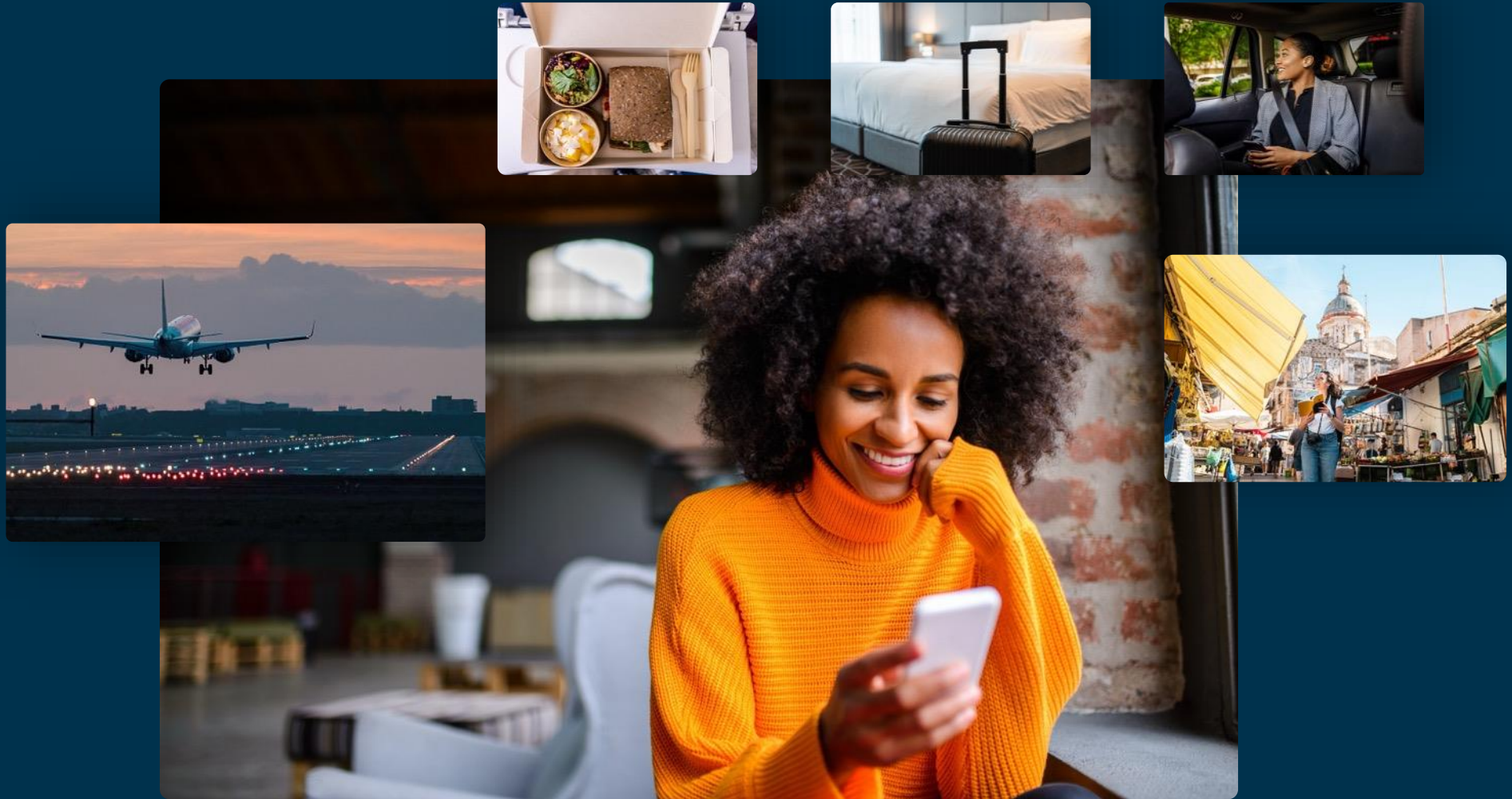
5 Shifts Shaping the Future



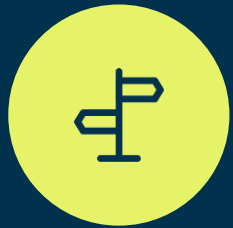
Retailing

From Selling Seats to Retailing Experiences

PROS



5 Shifts Shaping the Future



Retailing

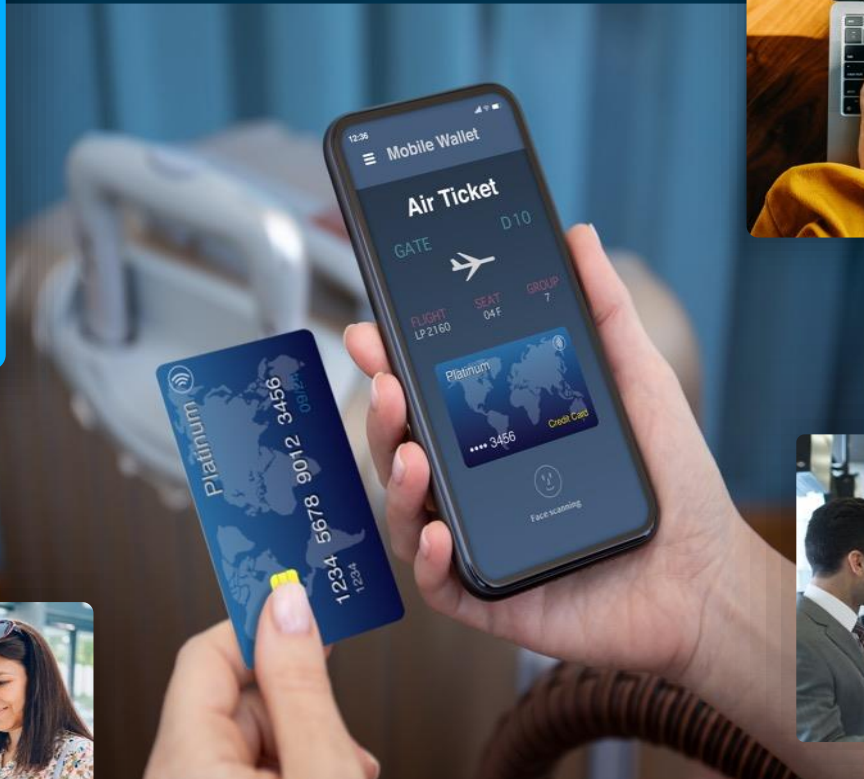


Dynamic Offers

From Static Fares to Dynamic Offers

PROS

Dynamic bundles
created in real
time, personalized
for the customer
and channel.



5 Shifts Shaping the Future



Retailing



Dynamic Offers



Contextual
Offers

From Mass Pricing to Contextual Offers

AI



Products



Pricing



Distribution



Promotion

5 Shifts Shaping the Future



Retailing



Dynamic Offers



Contextual
Offers



Agility

Agility: Predicting Real Time Demand

PROS

AI



Sense

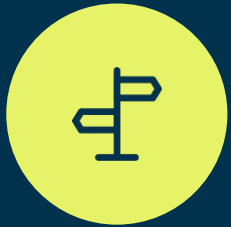


Decide



Act

5 Shifts Shaping the Future



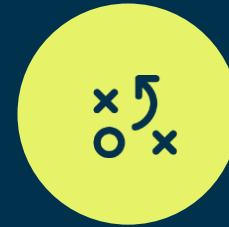
Retailing



Dynamic Offers



Contextual
Offers



Agility



Trust

From Transactions to Trusted Relationships

PROS



Transparency

Consistency

Customer-centricity

will define loyalty in the next decade

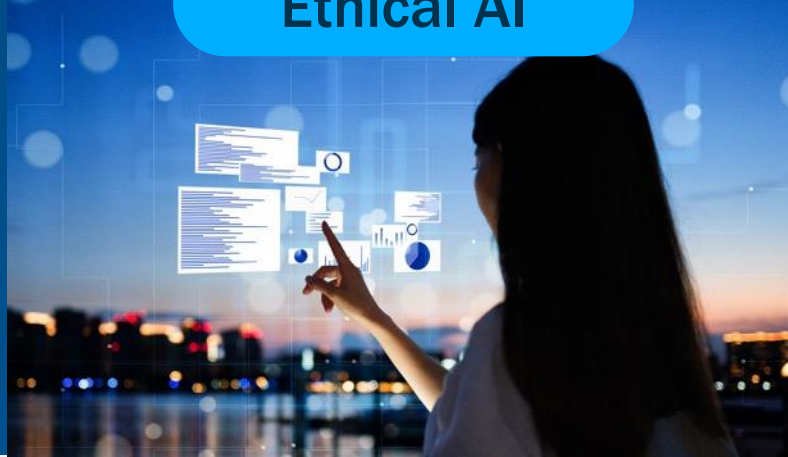
Core Principles of our Technology

PROS

Modularity



Ethical AI



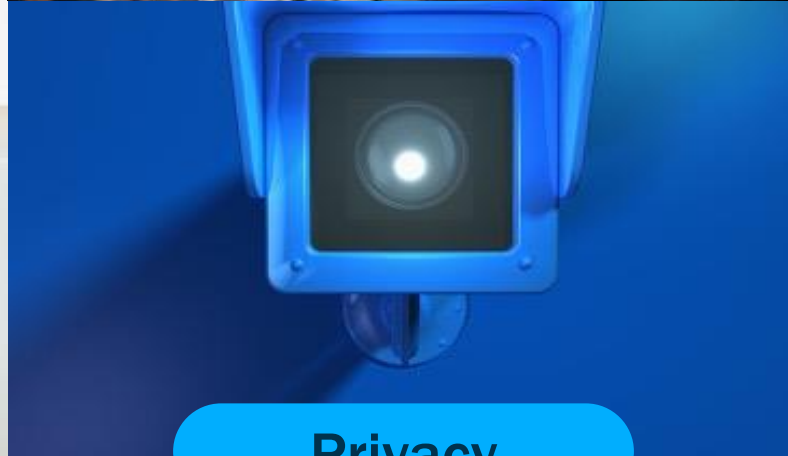
Fairness



Transparency



Privacy



Security



Seize the Moment

The Time for Offer Optimization is Now

The PROS logo is centered in the middle of the slide. It features the word "PROS" in a large, bold, white, sans-serif font. A thin white diagonal line cuts through the letter "O" from the top right to the bottom left.

Partnering for the Future of Airline Retailing



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