

IATA WEBINAR

**SPECIAL SERIES:
RESHAPING THE
PASSENGER
EXPERIENCE**



IATA WEBINAR

DISRUPTION MANAGEMENT

SERVICE EXCELLENCE OR
FIRE FIGHTING?

14 July 2020
14:00 CET / 08:00 EST



Competition Law Guidelines



This meeting is being conducted in full compliance with antitrust and competition law.

The following Agreements and Activities are Prohibited

- Any collective agreement concerning prices or charges, allocating markets, territories, customers, suppliers, agents, etc.

It is Prohibited to disclose the following information

- Individual airline cost, rates, charges, surcharges or customer
- Individual airline intentions regarding increasing, reducing or reallocating aircraft capacity
- Sensitive commercial or proprietary information without consent

Delegates are cautioned that any discussion regarding topics outside the scope of the agenda, either on the floor or off, is strictly prohibited. The foregoing applies equally to email discussions, instant messaging and social media discussions.

Agenda

Disruption Management – Service Excellence or Firefighting?

An expert's panel discussion on:

- Disruption **reality check**
- Discuss **lessons learned**
- **Ideas and thoughts** going forward – transforming Disruption Management from firefighting to service excellence
- Conclusion – **Key message**





Today's panel

Moderator/Co-pilot: **Steve Tarbuck**,
Global Travel Matters

Airline: **Christiaan van de Koppel**, KLM

Ground Handler: **Eirini Papoutsi**,
Goldair Handling

Tech provider: **Al Tredinnick**, 15below

Organizer: **Hasse Joergensen**, IATA

Steve Tarbuck

Owner & Founder of
Global Travel Matters

- >20 years Aviation experience
- Specialty in Ground Ops and Airport Services
- 1 Ground Handler
- 6 Airlines (incl. LCC's and Legacy)
- 1 International Airport
- Passion for LEAN and efficiency
- An enthusiastic Innovator & Problem Solver
- Believe in thinking for tomorrow
- Independent Consultancy Practice
- Service Design Instructor for IATA

Steve Tarbuck



Ground
Handler

Airlines

Airports

Freelance

Christiaan van de Koppel

Customer Journey Manager Disruptions
KLM Royal Dutch Airlines

- **Responsible for Disruption strategy; from product design & development to execution**
- **Area of focus (off & online) passenger communications and self-service solutions throughout the travel journey**
- **Background in Digital Marketing (Social Media) & Digital development**



Eirini Papoutsi

Chief Sustainability Officer,
Quality & Environment Manager
of Goldair Handling

- >19 years experience in Aviation (Airlines & Ground Handling)
- Joined Goldair Handling in 2012
- Degree in Electrical Engineering
- Specialty in Corporate Compliance and Reporting of non-financial data
- Strongly believes that "everything comes at the right time"

Eirini Papoutsi



Al Tredinnick

Head of Commercial

15below

- **20 years in immerging technologies**
- **6 years in Aviation technology**
- **Works with 47 Airlines**
- **Specializing in passenger experience and communications**
- **Focus on automation, data integration and multi-channel workflows**
- **Strongly believes that human empathy is the key to technological success**

Al Tredinnick



Hasse Joergensen

Senior Manager Passenger
Experience, IATA

- **>20 years experience in Aviation**
- **Joined IATA in 2016**
- **Responsible for Disruption Management (in providing guidance and developing tools)**
- **Degree in Airport Master Planning**
- **Specialty Customer Experience**
- **Incl. Self-service and automation**
- **Airline Business Models and Development**
- **Passenger Process Design Instructor for IATA**

Hasse Joergensen



Travel disruption pre COVID-19

- Delays
- Cancellations
- Diversions

- Other scenarios where the customer does not receive the service they paid for

Customer needs

- Re-accommodation
- Assistance
- Compensation



Customer demands

- Proactive, timely and accurate communication
- Automation and self-service options
- Personalization and context-awareness

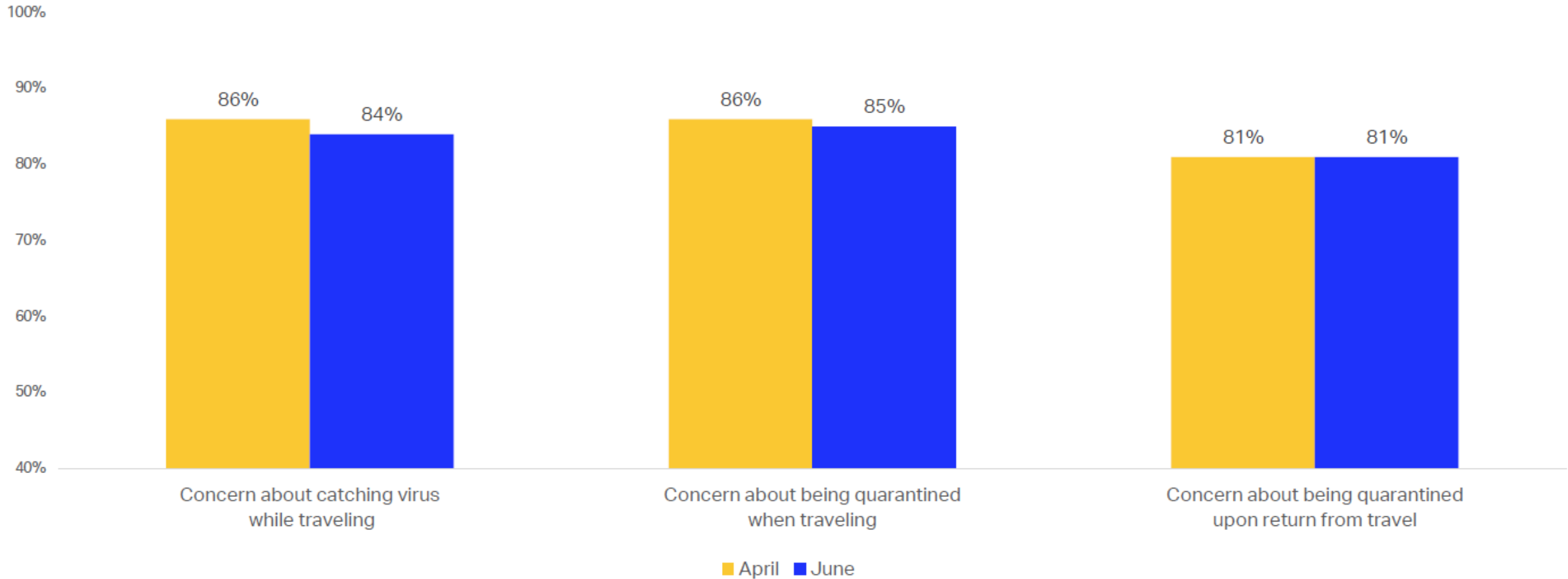


COVID19 has added a layer of complexity

- Border closures/entry restrictions
- Quarantine rules and health requirements
- Health and safety measures on ground and in the air
- Few or no alternatives (re-routing)
- Unpredictable travel experience
- Less or no confidence in travel

Concerns related to catching virus and quarantine

Trend analysis



Source: IATA COVID-19 Passenger Insights Report
N=4,700

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Q: How concerned are you about each of the following when it comes to airplane travel in the future
– very concerned, somewhat concerned, not too concerned or not at all concerned?



**HOW CAN WE BRING
CONFIDENCE BACK IN TRAVEL?**



**To ensure a safe and pleasant
customer experience**

DISRUPTION MANAGEMENT IS A KEY COMPONENT

**And a matter of service
excellence rather than fire
fighting**





Round Table

Remarks from very
different perspectives

Concerning your current Disruption Management Solution, are you the?

- a. Designer/Sponsor
- b. User
- c. Both a & b
- d. None of the above



Disruption reality check

- Key observations through this challenging time – any surprises? Has the nature of disruption changed?
- **What is Disruption Management 2020?**



Lessons learned

- **How did we, the aviation industry, manage disruptions?**
 - What went well?
 - What did not?

What is the main basis of operation driving your DM Solution?

- a. Human
- b. Technology
- c. Combination of a & b
- d. Unknown



Moving forward

- From firefighting to service excellence; What are/should be the key objectives moving forward?
- **Any game changers in the horizon?**

**Are you confident your existing DM Solution
can cope with the next major disruption?**

- a. Yes
- b. No
- c. Unsure
- d. Don't have a DM solution

Moving forward

- How do we get there?
- **What do you think will be required by the industry?**



Key Message and Round-Up

FINAL WORDS FROM THE PANEL





Available Guidance

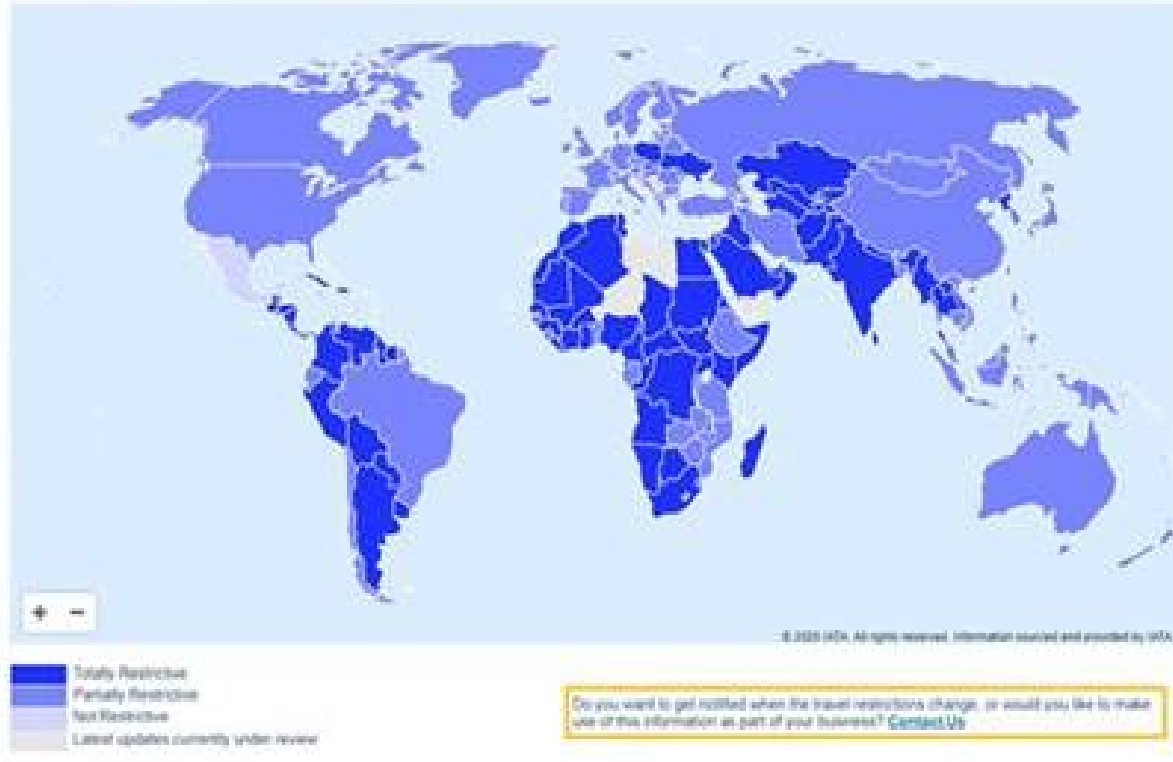
To safely restart passenger operations

- ICAO Council's Aviation Recovery Task Force (**CART**) documents
 - Recovery Report
 - Take Off guidance
- **IATA COVID19-resources-guidelines** on IATA.org
- **IATA Travel Centre COVID-19 Travel Regulations Map*** (powered by Timatic)

Timatic

Interactive Coronavirus (Covid-19) Travel Regulations Map (powered by Timatic)

10 June 2020 09:05:06 CEST



As part of our ongoing effort to help with the re-start of the industry, the **IATA Travel Centre** now has an interactive map to inform the public of the travel restrictions and changes that are made by the governments

Timatic Alerts is an add-on product that has been launched that will pro-actively inform subscribers of any regulatory health restrictions changes.

This product is being provided at a heavily subsidized price to IATA members (free of charges to Timatic airline customers)



17 July 2020



Thank you

Stay Safe and Stay Strong

Stay strong
We'll make it through

Flying is **always** the
business of **freedom**

