

**SIS Webinar  
#03-2020**

**SIS 2020 Update  
Webinar**





# SIS Customer Satisfaction Update



# 2020 SIS Annual Survey

## Target:

Active SIS Users in the last **6 months**

## Areas of Experience:

Experience Metrics, SIS platform, Functionalities & service levels

## Methodology:

An online survey was distributed to active SIS users **from June 22<sup>nd</sup> to August 15<sup>th</sup>, 2020.**

## Response Rate:

**5.1%** Response rate (**206**) for the sample size of active **4011 Users**







# Your opinions on SIS

*"Best way of dealing with the airline industry in a standard manner"*

*"Easy and fast exchange of financial data between partners."*

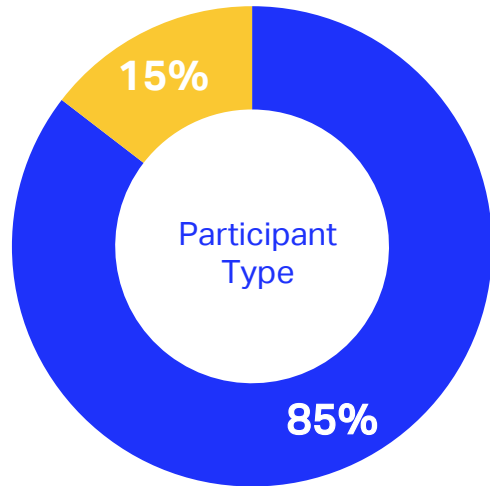
*"All exchanges centralized in one spot."*

*"It's quick, efficient. At any given time you can see the status of your billings"*

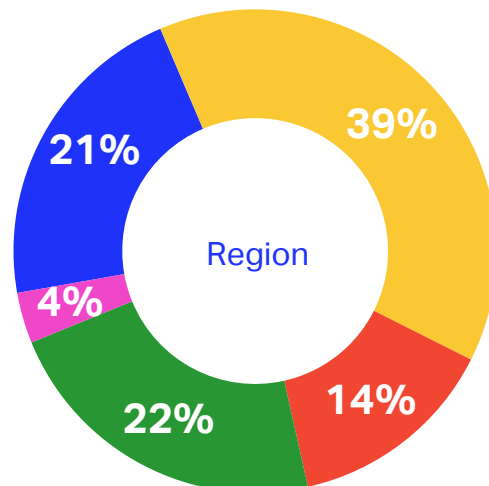
*"Seamless settlement method, receive your payment on time, paperless environment"*



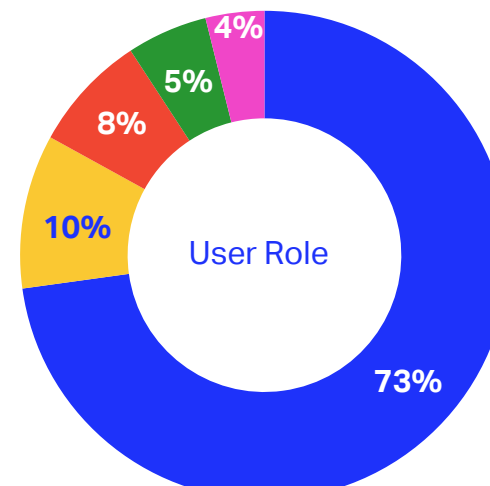
# Respondents Profile



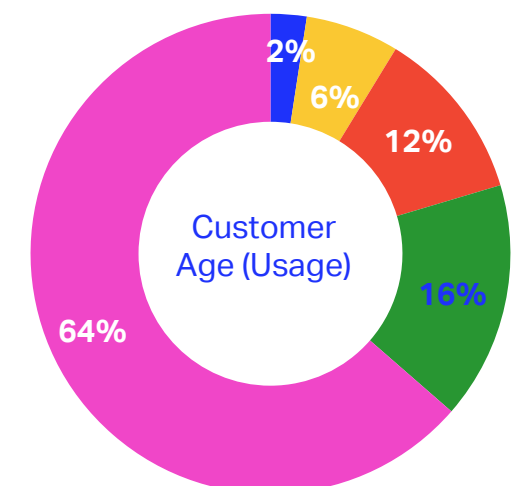
- Airline
- Airline Supplier



- Africa & Middle East
- Europe
- Americas
- Asia Pacific
- North Asia



- Finance
- Management
- Operations
- Outsourced service provider
- IT



- 6 months or less
- More than 6 months and less than 1 year
- 1 - 2 years
- 3 - 5 years
- More than 5 years

# Key Experience Metrics

IATA SIS maintain satisfaction levels keeping a healthy NPS although this year decreases vs 2019

	2020		2019		2018
Overall Satisfaction	81.5% <small>Airline Suppliers 75%</small>	↔	82.2%	↑	79%
Customer Effort Score (CES)	80.8%	↔	81.5%	↑	78%
NPS	34	↓	49	↑	15
Satisfaction with SIS Platform	81.9%	↔	81.8%	↑	79%
Contribution to Business Success	96.1%	↔	95%		NA

# NPS Analysis

This year, the challenges are more related to Usage complexity, and although it appears also as a strength for promoters, neutrals are also suggestion some training, interactive session or updates on the manual. Some improvements can be also performed in technical aspects like availability of the platform, sessions time out and browser login.

## 2020 Net Promoter Score = 34

### Detractors

- Complex
- Lack of knowledge
- Not user friendly

### Neutrals

- Training / interactive sessions and Manual update
- Additional features (alerts)– Reporting
- Availability - Time out – login problems (browsers)

### Promoters

- Easy & Simple to use
- Effective and efficient
- User friendly platform
- Reliable and secure
- Convenient
- Saves time - necessary

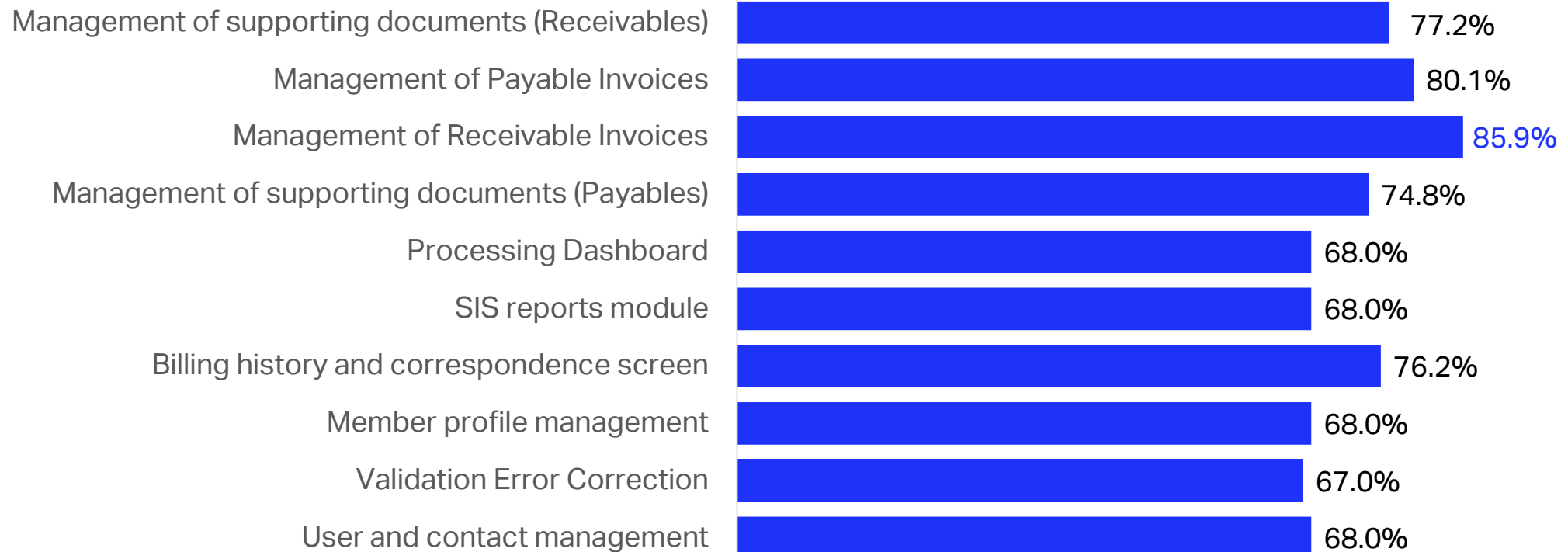


# Satisfaction with SIS Platform

**2020 Satisfaction  
w/ SIS platform**

**81.9%**

**2019  
81.8%**

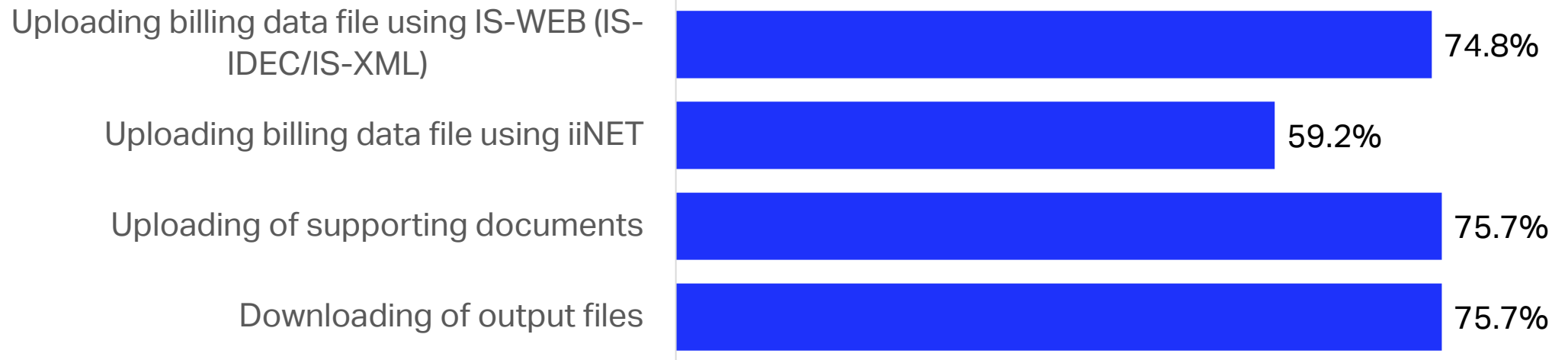


## Comments Summary:

- Key interest in Ability to access accurate and up to date Members information
- Usability: search options, download information, error validation info, user management



# SIS File Management Functionalities



## Comments:

- File submissions for uploads (error messages and waiting time to upload)
- More flexibility in download outputs in various formats

## New features:

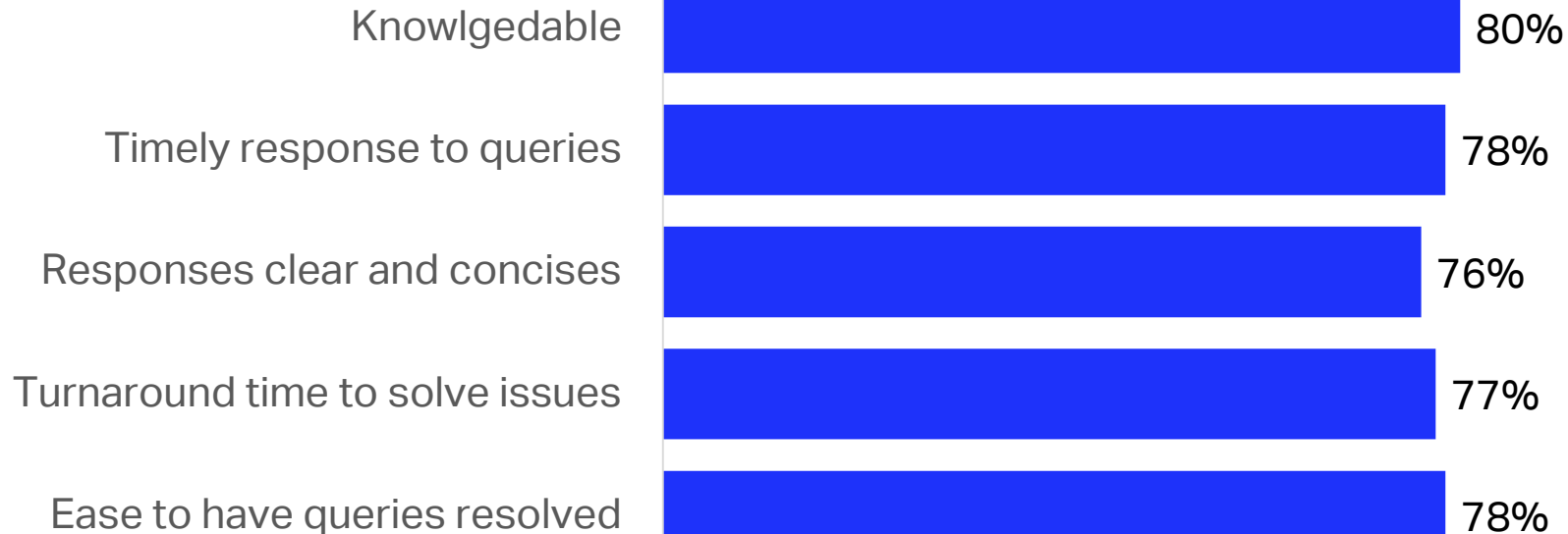
- Invoice management: search and review features and downloadable invoices or sent by email
- Reporting and dashboards
- Rejections

# SIS Support level of service

## 2020 Satisfaction w/ SIS Support

83.8%

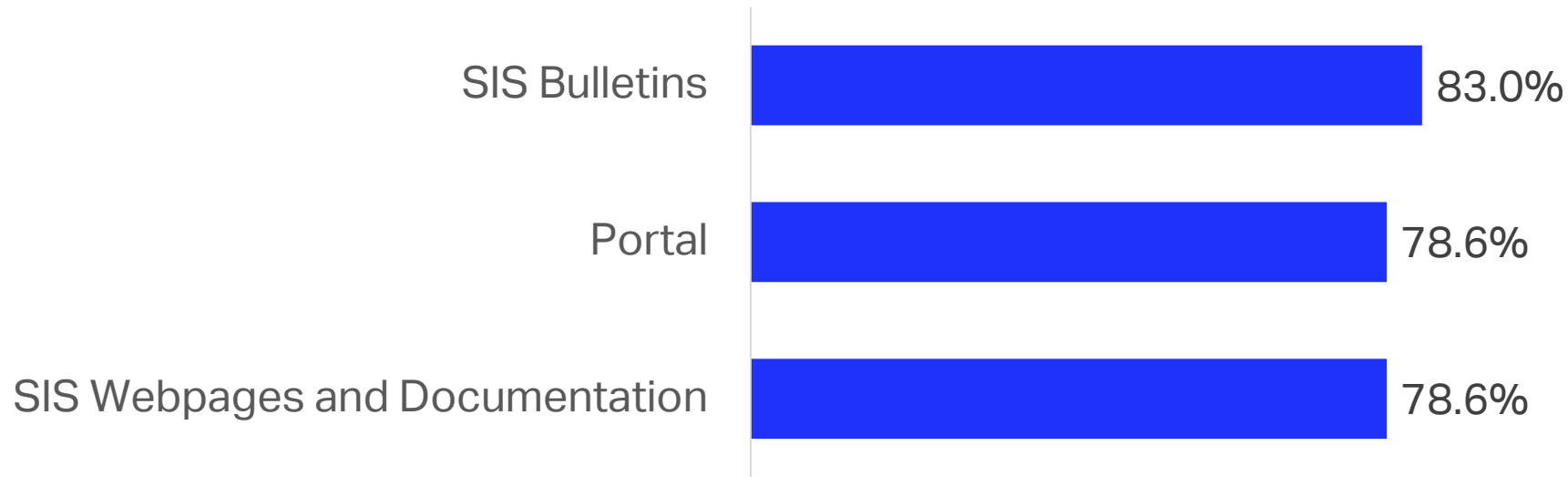
2019  
83.7%



### Comments:

- Users are generally satisfied with the level of support provided for SIS
- Customers perceive the difference in support levels and ask for direct effective contact in emergency situations

# Satisfaction with SIS Communication Channels



## Comments:

- Good results overall for SIS communication channels.
- Some customers also ask for quicker responses, in terms of time but also channel experience: Email channel is the preference
- More training, working groups, and webinars are requested

# Summary Overview

## Key Insights

**Airline** Members represent **85%** of the while **Europe** and **ASPAC** sum up **61%** of participants in the survey

**Airlines** are the **most satisfied 83%**. Highest regional satisfaction is for **North Asia at 87% and Americas 84%** and lowest for Asia Pacific 77.6%.

Long time users (more than 5 years) have the highest satisfaction levels, over 84%. **Key focus for satisfaction would be new users (less than 1 year) as their satisfaction levels are below 80%.**

Users appreciate the simplicity in invoice management provided by SIS – Has a major impact on their day to day business **(96% contribution to success index)**

## Key Areas of Focus

The focus segment will be the new SIS users, with periodic **webinars** and **training sessions** on how to use the various SIS modules.

**FAQs** and **guidance materials** will be reviewed and enhanced to help users troubleshoot common errors. **Additional training** to be provided to IATA Customer Service Teams handling L1/L2 SIS queries.

Users are highly interested in **additional reporting capabilities in SIS** and being able to **receive mobile notifications for invoices/reports, etc.** Business requirements to be collected from users.

An **enhancement** to the validation and error reporting process will have a **positive impact on the overall user experience** (similar to what was done for MISC IS-XML files via CMP#813).

Minor **enhancements** to the **Contact Management** module would increase usability and user experience.





# Thank you!

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