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\textsuperscript{nd} to August 15\textsuperscript{th}, 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

- **Participant Type**
  - 85% Airline
  - 15% Airline Supplier

- **Region**
  - 39% Africa & Middle East
  - 21% Europe
  - 22% Americas
  - 14% Asia Pacific
  - 4% North Asia

- **User Role**
  - 73% Finance
  - 10% Management
  - 8% Operations
  - 5% Outsourced service provider
  - 4% IT
  - 2% Other

- **Customer Age (Usage)**
  - 64% 6 months or less
  - 12% More than 6 months and less than 1 year
  - 18% 1 - 2 years
  - 6% 3 - 5 years
  - 2% More than 5 years

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SIS 2020 Update Webinar – 29 Sep 2020
IATA SIS maintain satisfaction levels keeping a healthy NPS although this year decreases vs 2019

<table>
<thead>
<tr>
<th>Key Experience Metrics</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Satisfaction</td>
<td>81.5%</td>
<td>82.2%</td>
<td>79%</td>
</tr>
<tr>
<td>Customer Effort Score (CES)</td>
<td>80.8%</td>
<td>81.5%</td>
<td>78%</td>
</tr>
<tr>
<td>NPS</td>
<td>34</td>
<td>49</td>
<td>15</td>
</tr>
<tr>
<td>Satisfaction with SIS Platform</td>
<td>81.9%</td>
<td>81.8%</td>
<td>79%</td>
</tr>
<tr>
<td>Contribution to Business Success</td>
<td>96.1%</td>
<td>95%</td>
<td>NA</td>
</tr>
</tbody>
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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%

- Management of supporting documents (Receivables): 77.2%
- Management of Payable Invoices: 80.1%
- Management of Receivable Invoices: 85.9%
- Management of supporting documents (Payables): 74.8%
- Processing Dashboard: 68.0%
- SIS reports module: 68.0%
- Billing history and correspondence screen: 76.2%
- Member profile management: 68.0%
- Validation Error Correction: 67.0%
- User and contact management: 68.0%

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

2019: 81.8%
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 downable invoices or sent by email
• Reporting and dashboards
• Rejections

- Uploading billing data file using IS-WEB (IS-IDEC/IS-XML) 74.8%
- Uploading billing data file using iiNET 59.2%
- Uploading of supporting documents 75.7%
- Downloading of output files 75.7%
SIS Support level of service

2020 Satisfaction w/ SIS Support

- Knowlgedable: 80%
- Timely response to queries: 78%
- Responses clear and concises: 76%
- Turnaround time to solve issues: 77%
- Ease to have queries resolved: 78%

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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