

Digital strategy E1 - AIRLINE

Analysis Report: Digital Strategy Input

(Based on document study, interviews, and operational research)

Organisational Ambition

The organisation aims to deliver the best service in the industry by empowering its crew - cabin crew, pilots, and gate agents - with digital tools that provide real-time, role-specific, and actionable information. The goal is to eliminate inefficiencies, boost confidence, and free up time for exceptional passenger interactions.

Core Problems

For Cabin Crew (Flight Attendants, Purser): Critical information is buried in 600-page PDFs, outdated systems, or generic bulletins, forcing them to waste time searching instead of focusing on passengers. Safety updates, food labelling, and service instructions are often hard to find, poorly timed, or irrelevant to their immediate tasks. Outdated hardware and lack of training exacerbate frustration, leading to low confidence, errors, and inconsistent service delivery.

For Pilots: Flight-critical data (e.g., weather, passenger manifests, regulatory updates) is scattered across multiple, non-integrated systems. Delays in accessing or confirming this information create unnecessary stress and operational risks. Pilots need instant, reliable access to mission-critical details—without distractions.

For Gate Agents: Passenger and flight information is fragmented and slow to update, causing confusion during boarding, delays, or disruptions. Agents lack a unified view of real-time data (e.g., seat changes, special requests), forcing them to rely on manual checks or radio calls, which slows down turnarounds and increases errors.

Root Cause: No single source of truth, no role-based personalization, and no proactive delivery of information. Crew and agents are overwhelmed by irrelevant updates and underserved by clunky, outdated tools.

Motivations of the Target Audience

Cabin Crew want to:

- Feel prepared and professional when interacting with passengers.
- Access clear, concise instructions tailored to their flight, role, and tasks (e.g., allergies, service standards).
- Receive timely updates (e.g., delays, passenger needs) before they become problems.

- Use tools that are intuitive and reliable, even during high-pressure situations.

Pilots need:

- Instant access to flight-critical data (weather, technical logs, passenger manifests) without digging through systems.
- Seamless integration of information into their workflow, reducing cognitive load.
- Confirmation that all crew have acknowledged critical updates (e.g., safety, route changes).

Gate Agents require:

- A real-time, unified dashboard for passenger and flight status to resolve issues quickly.
- Automated alerts for priority tasks (e.g., unaccompanied minors, medical needs).
- Mobile access to update and retrieve information on the go.

Success Factors for Digital Strategy

- Centralization: One platform for all operational and service information, eliminating duplication and errors.
- Personalization: Information delivered by role, task, and flight, not generic broadcasts.
- Proactive Delivery: Critical updates pushed at the right time (e.g., during pre-flight briefings, not days in advance).
- Reliability: Tools that work offline, on any device, with 99.9% uptime.

Direct Input for OGSM

Use these insights to define your OGSM elements:

- Objective: *"Empower cabin crew, pilots, and gate agents with digital tools that deliver the right information, at the right time, in the right format - enabling flawless service and operational excellence."*
- Goals (Examples):
 - 90% of cabin crew can access critical service information within 30 seconds.
 - 100% of pilots confirm "read & understood" for flight-critical updates before takeoff.
 - Gate agents reduce passenger boarding issues by 25% through real-time data access.
- Strategies:
 - Replace PDFs and fragmented systems with a searchable, role-based digital platform.
 - Implement personalized mobile apps with real-time updates and task-specific alerts.
 - Introduce "read & understood" confirmations for safety and operational updates.
 - Upgrade hardware and provide targeted training to ensure adoption.
- Measures:

- *% of crew using the unified platform (target: 100%).*
- *Reduction in time spent searching for information (target: 30%).*
- *% of gate agents resolving passenger issues without escalation (target: 90%).*

Workshop Task: Using this analysis, draft a digital strategy for one of these groups (cabin crew, pilots, or gate agents). Focus on one goal that addresses their biggest pain point. Ask: *What single digital tool or process would transform their daily work?*