

Objective – To be the best airline in terms of service, delivering exceptional, personalised experiences through digital excellence and empowered employees.

Goals	Strategies	Measures	
		Dashboard	Actions
Best airline in services <ul style="list-style-type: none">Achieve 100% digital enablement for all staff (no paper-based information).Ensure 90% of crew can access critical information within 30 seconds.100% of critical updates acknowledged as "read & understood" before each flight.95% of crew feel well-informed and confident in their roles.Reduce time spent searching for information by 30%, freeing up more time for passenger interaction.	<ul style="list-style-type: none">Replace fragmented systems with a centralised, user-friendly digital platform.Personalise and proactively deliver information via mobile apps, tailored to roles, tasks, and flights.Implement a "read & understood" confirmation system for critical updates, with analytics to track engagement.Upgrade hardware and support systems for reliable access to information.Introduce feedback loops for continuous improvement and staff engagement.	<ul style="list-style-type: none">% of crew reporting easy access to information (target: 90%).% of critical updates acknowledged before flights (target: 100%).Employee satisfaction score (target: 8/10).Time saved per crew member per shift (target: 30% reduction).	<ul style="list-style-type: none">Replace the 600-page food labelling PDF with a searchable digital system.Roll out personalised mobile apps for crew, with role-based access and real-time updates.Conduct regular employee satisfaction surveys and feedback sessions.Provide training and support for new digital tools and processes.
Fully interoperable digital services <ul style="list-style-type: none">Implement a single, centralised digital platform for all operational and service information.Develop and roll out a unified mobile app for all staff, integrating all services via APIs.Ensure all digital services are fully interoperable and accessible across devices and locations.	<ul style="list-style-type: none">Design and implement a new API architecture to enable seamless data flow between systems.Develop a content management system (CMS) to standardise and streamline information publishing.Collaborate with IT, app developers, and information specialists to build and maintain integrated tools.	<ul style="list-style-type: none">% of staff using the unified mobile app (target: 100%).% of services accessible via API (target: 100%).System uptime and reliability (target: 99.9%).	<ul style="list-style-type: none">Develop and implement a new API architecture to connect all digital services.Design and launch a centralised CMS for content management.Partner with external vendors (e.g., food suppliers, regulatory bodies) to integrate their data.
Best digital customer experience <ul style="list-style-type: none">Reduce passenger complaints related to inconsistent or incorrect info by 20%Increase passenger satisfaction (NPS) by 15% through personalised, digital-first serviceEnable real-time, tailored communication with passengers (e.g., food allergies, flight updates)	<ul style="list-style-type: none">Use digital tools to personalise in-flight experiences based on passenger preferences and past interactions.Automate routine updates (e.g., food labelling, safety info) using AI chatbots or digital assistants.Leverage predictive analytics to anticipate and address service issues proactively.	<ul style="list-style-type: none">Passenger NPS score (target: +15% improvement).% reduction in complaints about inconsistent information (target: 20%).Measure 10: % of passengers receiving tailored, real-time updates (target: 80%).	<ul style="list-style-type: none">Pilot AI chatbots for automating routine passenger queries.Introduce predictive analytics for operational and service optimisation.Test and refine personalised passenger communication tools (e.g., in-app messaging, VR training for crew).