

## **Utilization of Data, Analysis and Customer Insights to Improve Customer Experience and Competitiveness in Airline Industry**

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Aviation industry is one of today's rising industries with fierce competition involved. Sector has been increasing capacity and number of people using air transportation has been increasing rapidly. In the last 20 years, world air passenger numbers almost tripled and in the next 20 years it is expected to grow more than double. The industry and the airlines realized that one of the keys to the success and sustainable growth is to focus on customer with evolving expectations, behavior and needs. The industry has been changing over the years and will continue to change in the future with these changing customer expectations and needs. Industry regulations, strategies, products and technology has been shaped based on customer outlooks. After the industry trends are reviewed, the talk will discuss how to improve customer experience and give some examples of digital innovation applications to improve quality of services and efficiency of processes. To understand customer and improve experience in every touchpoint, it is crucial to interpret customer data and insights. The industry has been steadily studying and enhancing in the area. The talk will also discuss hub connectivity measures to evaluate competitiveness of airline hubs. Airline hub connectivity is the ability of an airline network transferring passengers from one destination to another, which determines product quality and impacts customer's choice of airline. The measure considering commercial objectives of an airline provides a tool to develop airline network strategies by revealing strengths and weaknesses based on performance dimensions.