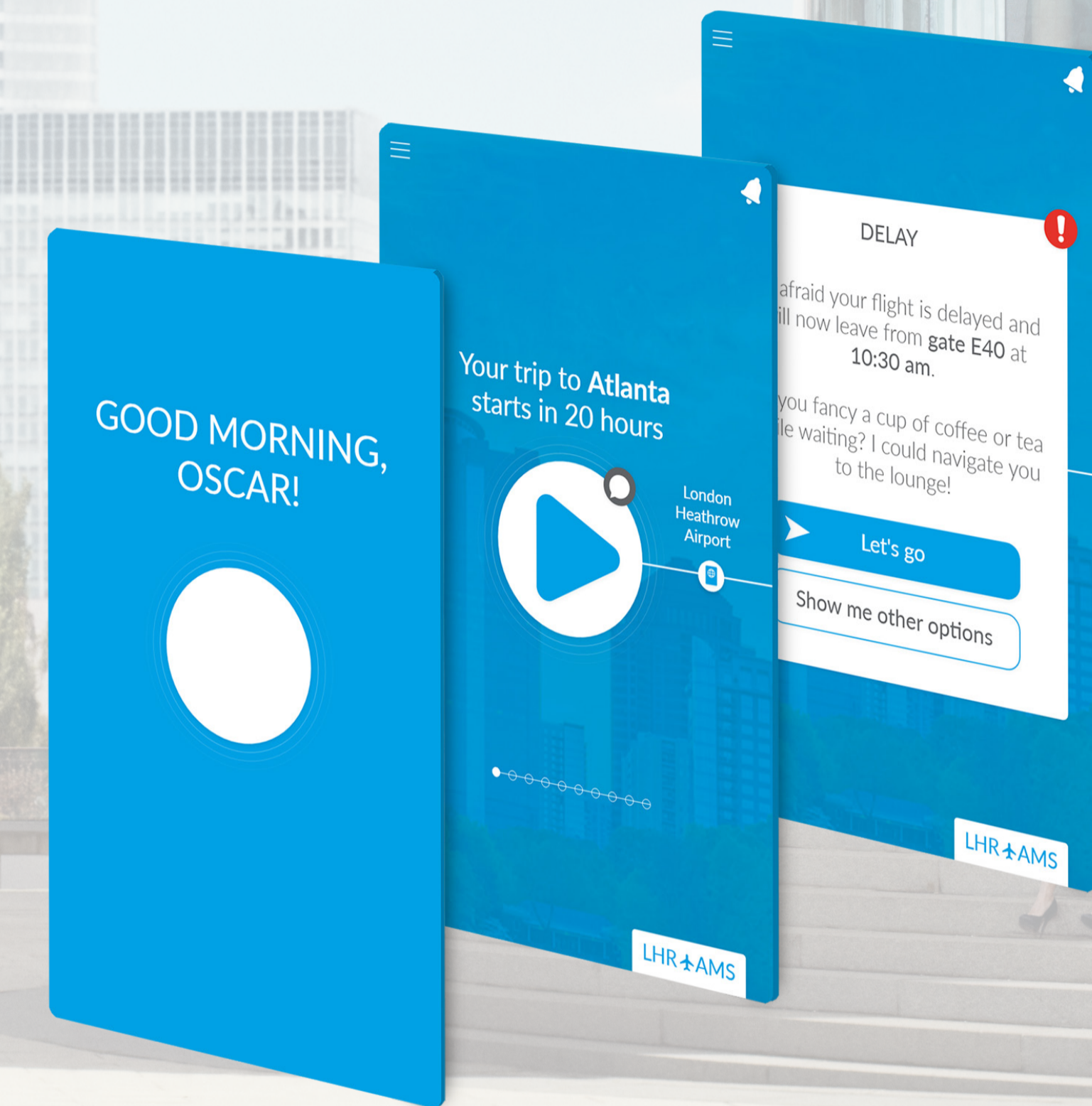


A NEW PROPOSITION FOR SKYPRIORITY CUSTOMERS OF SKYTEAM AIRLINE ALLIANCE

Research showed that even experienced travelers like SkyTeam's highly valued SkyPriority customers experience a lot of stress when traveling, especially when traveling with unknown airlines or from unknown airports. In addition, it appeared that they often are confused about the privileges they can make use of.

CURA, YOUR PERSONAL ASSISTANT ALL OVER THE WORLD

In order to make the journey of SkyPriority customers as relaxed as possible, a digital personal assistant has been designed. Introducing a personality could not only result in a less stressful journey, but also enable the SkyPriority service to play a more central role in the customer's life (Aaker, 1997; Wallendorf and Arnould, 1988). This could in turn result in a stronger loyalty from the customer towards the SkyTeam airlines (Swaminathan et al., 2008).



Cura, an application that is designed to be experienced as a personal assistant, takes care of the customer's schedule, taking into account his preferences, location and time of the day. It is a functionality that can be added to the already existing apps of SkyTeam's 20 member airlines and that can be used regardless of the airline the customer is flying with. Traveling with Cura will make the experience when flying with multiple SkyTeam airlines more consistent and will contribute to making alliance wide traveling more seamless. Cura:

- ▶ Provides the most important information per stage of the journey.
- ▶ Helps in exploring unknown airports and spending waiting time as efficient as possible.
- ▶ Keeps customers up to date in case of important events and disruptions.

Nienke Nijholt
A new proposition for SkyPriority customers of
SkyTeam Airline Alliance
September 4th, 2017
Strategic Product Design

Committee Christine De Lille
Milene Guerreiro Gonçalves
David van Dongen (SkyTeam)
Company SkyTeam Airline Alliance