# Flexibility



## a step forward to becoming the most customer-centric carrier in Europe

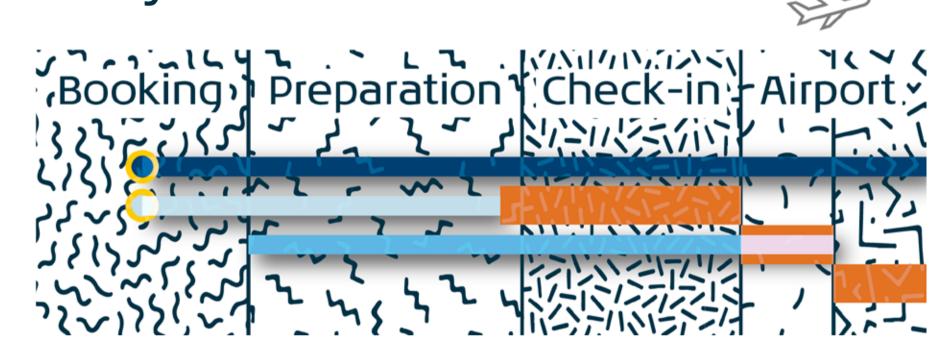
### Customer research

#### Pains Conditions Price Fairness Overall cost Fare difference of change Change fee Advantageous EMD time -behaviour including. Inability to buy an ahead flexibility product after booking ; ransparency

## Customer journey

#### Change old

Flex fare Flexibility EMD Change fee



## Proposal

#### Change new

Flex fare Flexibility EMD Change fee Flight guarantee Take an earlier or later flight Passenger rescue



Paula García Solaun Flexibility: a relevanta ancillary both for KLM and its passengers

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Strategic Product Design

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