

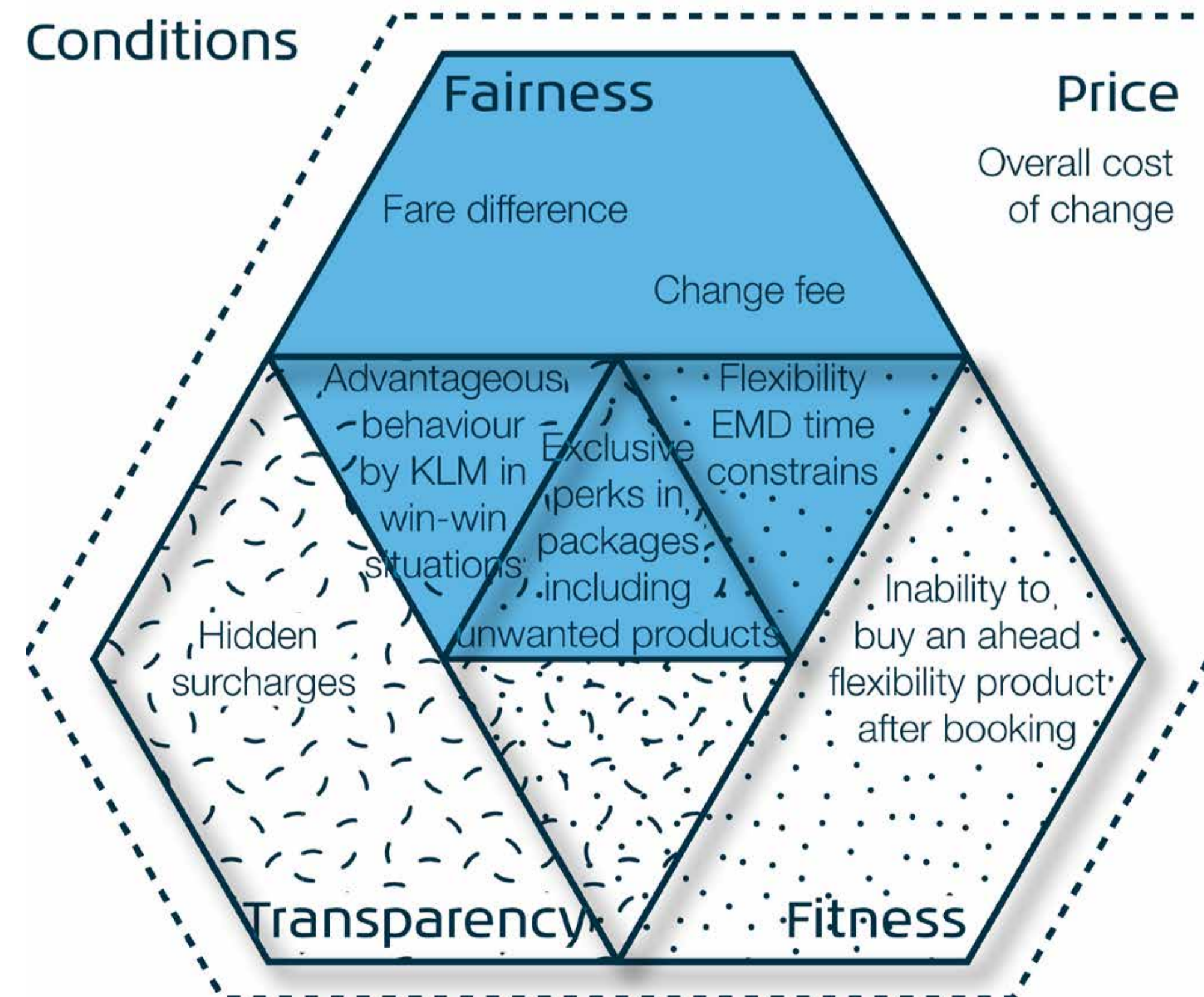


Flexibility

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

Customer research

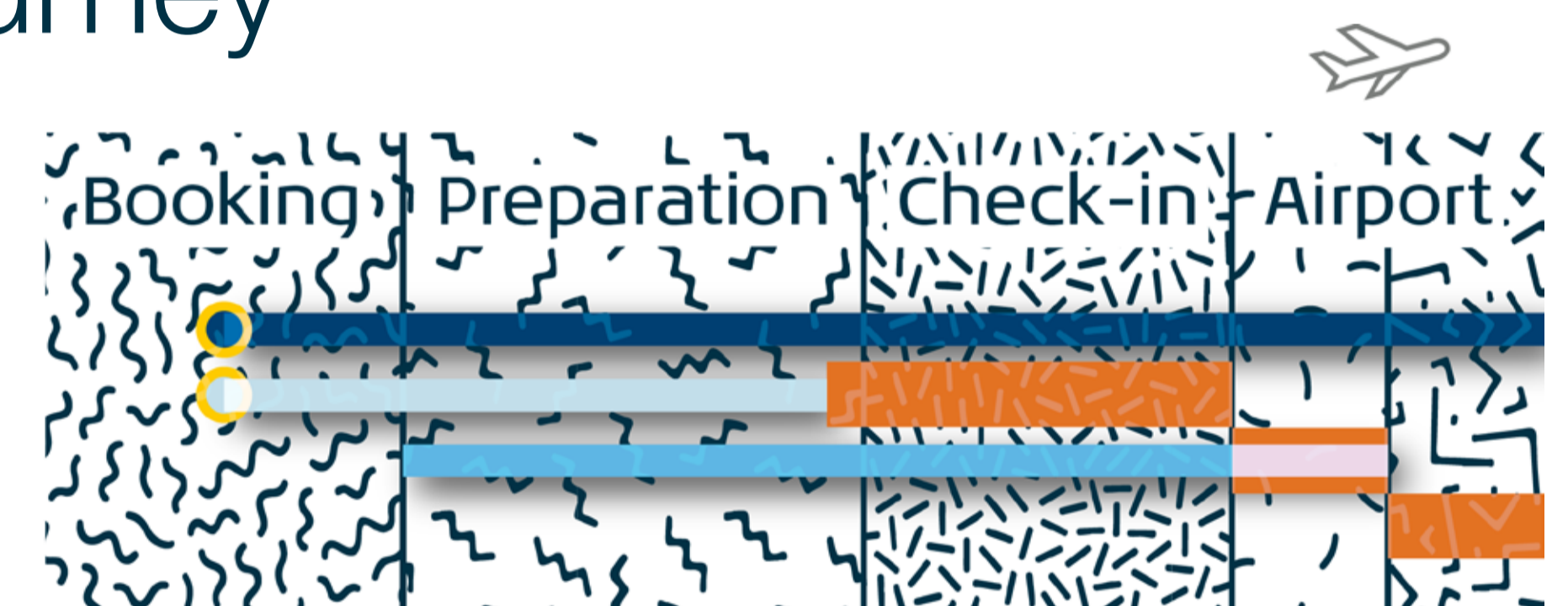
Pains



Customer journey

Change old

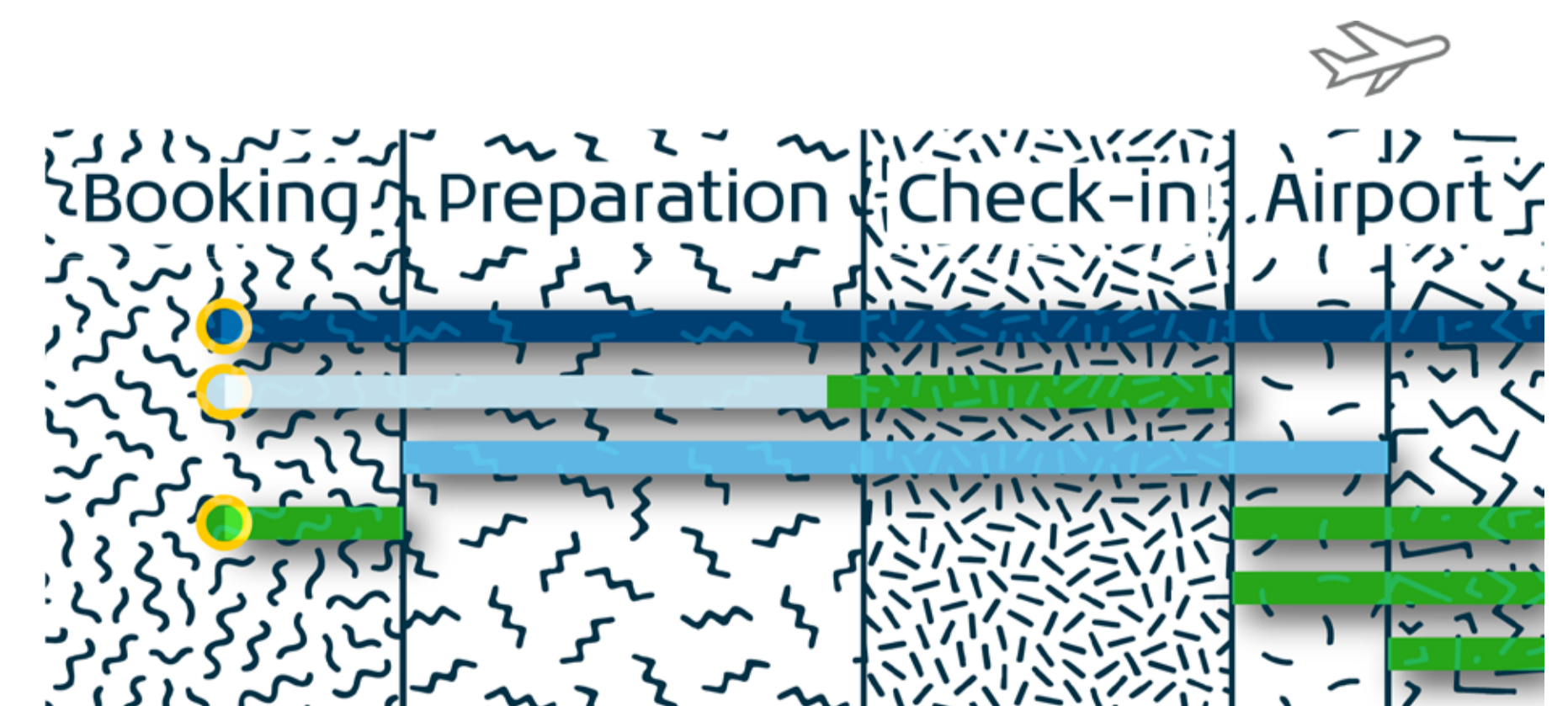
- Flex fare
- Flexibility EMD
- Change fee



Proposal

Change new

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



Paula García Solaun
Flexibility: a relevant ancillary both for KLM and its passengers
4th October 2019
Strategic Product Design

Committee Prof. Sicco Santema
MPhil. Pinar Cankurtaran

Company KLM

