

# Personalised service recovery: an enhanced passenger experience during operational disruptions



Definitely, the airline industry is currently progressively optimising, yet one area remains relatively uncharted: what happens to the passengers when disruptions do occur? These disruptions can cause disastrous customer experiences and result in large operational losses. The presented solution is called 'Emma', a digital ground attendant

integrated into the KLM app, who knows precisely how to give her beloved passengers back the control during unexpected and unpleasant situations. She enables passengers to solve their disrupted flight when a disruption is announced by pro- actively sharing information, offering solutions and giving recommendations.

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