INTRODUCTION

This is a master graduation project of TU Delft, in collaboration with Air France KLM (AFKL) Digital Department. It proposes a personalized digital service, “Travel Avatar” for KLM frequent business travellers, aiming at bring hedonic rewards of travelling for business to their trips and create memorable customer experience, which enhances intimate and loyal customer relationships with the airline brand in return.

Amenities in air travel for business travellers are disappearing due to years of cost-cutting in airlines (The Economist, 2014) and travel normalisation (Gustafson, 2014). Differences in airline services are few and good frequent flyer programs can easily get imitated (Waarden, 2013). Fierce competition in the marketplace, airlines are attempting to transform their roles from transportation providers into trip coordinators (The Economist, 2014). Moreover, they regard customer experiences and customer relationships are the key to achieving differentiations. Under the guidance of KLM’s new customer strategy “moving your world by creating memorable experience”, the FlightGuide team of AFKL Digital Department is trying to improve KLM customer experiences by offering personalized services. At present the information offered on FlightGuide is customized to per flight, which is a meaningful step towards personalization as all other airlines are offering customers generic information. This project helps FlightGuide team to envision a more clear future of personalization: what kind of services to offer, how to offer it, and to whom it offers.

SERVICE PROPOSITION

WHAT IS THE CONCEPT?

Most frequent business travellers enjoy travelling and wish to have the chance to explore the destination. However, due to long working hours and travel schedule, they are usually trapped in the office with endless meetings. Their time to explore the destination city is very limited. However, the travel avatar can help frequent business travellers fulfill their wish.

When the day of the business trip comes, the avatar begins his/her travel as well. The avatar can go sightseeing and do activities in the city instead of the business traveller, and send back postcards as souvenirs of the trip. Moreover, the avatar can push useful or interesting information in the format of notes to the user. The avatar can ask questions from time to time in order to learn about his/her preferences as well. All in all, it will accompany the user in every trip and bring fun to him/her.

WHAT ARE THE VALUES?

To customers

For customers, the avatar can offer them with useful, interesting and personalized information so that it helps save time for searching and brings efficiency and convenience. Meanwhile, the avatar is able to make the business trip more fun and exciting by exploring the destination in representation of the customer. The postcards sent by the avatar can be a unique way to collect memories of the destination. Customers can share these interesting postcards on social media as well.

To KLM

As an airline company, creating travel avatars for its valuable customers is an innovative way to engage in their destination experience. In addition, the avatar provides a new way to learn about customer preferences and helps build consistent customer profiles. Asking questions through the avatar’s mouth is a more user-friendly and human approach to interact with the customer. It is highly likely to enhance customer intimacy and loyalty with the airline brand because of the unique experience given by the KLM travel avatar.

INTERFACE DESIGN