DIGITIZING SERVICE THROUGHOUT THE WHOLE CUSTOMER JOURNEY
‘THE CASE OF ASKY’

By: Esayas Woldemariam HAILU
Chief Executive Officer, ASKY
Digitizing service throughout the whole customer journey

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1. What is Digital Customer Service?

Digital Customer Service means Meeting the needs of your customers through digital channels (chat, emails, SMS, Social Medias, Messaging Apps and integration of digital customer service with calls).

**Objective**: Create an excellent customer experience leading to higher customer satisfaction and more revenue for your Business.
2. Why Digital Customer Service?

In January 2022, there was an estimation of:

- 67% of world population has a smartphone
- 62.5% are internet users
- 58.4% are active social media users
2. Why Digital Customer Service?

➢ From the 5 billions users, around 92.1% connect from their mobile phone for around 7h per day.

➢ Huge database of customer and potential customer to retain for the long term.
2. Why Digital Customer Service?

- From a survey of McKinsey & Co, satisfaction can be increased by 33% and costs cut by 25-35% by digitizing customer service.

- It is not only about creating Facebook or Twitter account for the customers to tweet their complaints or leave their reviews, but to build a watertight strategy that is with the customer through their buying journey and even after.

- Save environment with paperless concept
3. Digital Customer Service and Customer Experience

- **Engage your customers**: live chat from Call Centers leads to real time communication → **Customer Relation Building** → Customer impatient to come-back as their buying experience is more enlightened since their queries are solved instantly.

- **Increase Customer Satisfaction** as customer can **customize** his journey: online booking and online checking, seat selection, ancillary & duty free items, date change...if done in a manner that leads to easy navigation, clear and easy understanding and quick resolutions.
4. Ideas?

- Live chats
- Interactive and feedback based social medias
- Automated tracking services (flight status, baggage status…)
- Chat bots (using IA)
- FAQ channel
5. Investments & Risks

- Manpower
- Training
- Equipment’s
- Procedures: as it is very important to understand the needs and the behavior of the customer to design what can meet his expectation
- Risks: social medias uncontrollable impacts, leakage of passengers data
6. Case-Study: Compagnie Aérienne ASKY

- **Ownership:** 100% private
- **Base of operations:** Lomé (TOGO)
- **Fleet:** 14 aircrafts (2 B737-700 NG, 10 B737-800 NG & 2 B737 Max 8)
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- **Network coverage:** 28 destinations in Africa covering 26 countries
  - **West Africa:** All countries
  - **Central Africa:** All countries
  - **Southern Africa:** Angola (LAD) and South Africa (JNB)
  - **East Africa:** Kenya (NBO)
6. Case-Study: Compagnie Aérienne ASKY

**Challenges:**

- **West & Central Africa:** HIGHEST OPERATIONAL COSTS IN THE WORLD
  - GDS: high dependency to traditional travel agencies
  - Fuel
  - Grounds Services (because of monopoly)
  - Navigation and other services

- **Southern Africa & East Africa:** HIGHLY CASHLESS COUNTRIES
  - More mobile payment
  - Digital services

**OPPORTUNITITES:** MORE & MORE INTERNET ACCESS
with Smartphone in Africa
6. Case-Study: Compagnie Aérienne ASKY

- **KEY Investments:**
  - Call Center: 7 days assistance through voice call and WhatsApp Messaging
  - Mobile Application
  - Online booking & Online Checking

- **Future projects:**
  - Integration of more mobile payment option
  - Automated tracking services
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a- Customer Journey

- Search for flight and make a booking
- Proceed to payment and issue a Ticket
- Check in online and issue boarding pass
- Ability to track Baggage
- Refund and after sales service/feedback
a- Customer Journey

- Search for flight and make a booking can be done either using our Internet Booking Engine or our Mobile App.

- In the same way, check-in can also be done either using our Internet Booking Engine or using our Mobile App.

- Many Forms Of Payments are available while making the payment: VISA, Mastercard, Amex, UATP, Bank Transert, Mobile Money etc....
a- Customer Journey – online booking
a- Customer Journey – online booking through Mobile App
a- Customer Journey – online checking
a- Customer Journey – Online checking through Mobile App
6. Case-Study: Compagnie Aérienne ASKY

b- Benefits of digitization to the customer

- Search for flight and make a booking
- Control of their travel process
- Stress free / Friendly/ speed/ Convenience/ satisfaction
- Flexibility in changing the customer’s options.
- Real time update of operational changes in flight time, gate change, etc.
6. Case-Study: Compagnie Aérienne ASKY

b- Benefits of digitization to the Airline

- Integration with various processes of the airline, sales/marketing/communication, Operations, MRO, etc.

- Integration with partner airlines’ loyalty management system for seamless customer experience.

- Keeping customers advised on real time on any irregular operational changes, etc.

- Cost saving on GDS/Commission/Incentive/ Promotion.

- Personalized retailing, knowledge on customer profile, historic purchase behavior, to push ancillary business, etc.

- Analytic capability on market research.
Thank You!
Shukrani!
Merci!