Achieving Excellence in Customer interaction through Customer Relationship Management and Business Intelligence

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and
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Plan

• Business Challenges
• Airline Environment in focus
• Revenue side of the Equation
  – Ecommerce/Ebusiness
  – Customer Relationship Management
  – Business intelligence (CRM)
• Conclusion
Business Challenges

• Sustainable return to Shareholders
• Stakeholders Relationship management
• Build Extensive Knowledge
• Designing Innovative Product and services
• Outreach customers
• Service recovery and enhancing Customer Loyalty
New Airline Environment

- Unpredictable Economic Environment
- Downward pressure on Demand
- Increasing Cost
- Shrinking yield
- Customers more sophisticated in their demands
- Reduced margins
- Increasing Competition
- New Business Models
Airline Challenges

• Technology
• Network planning and well dimensioned Fleet
• Asset management and Procurement of services
• Streamline of processes
• Partnership (Interlining challenge)
• Retain customers in this competitive environment
• Accessibility and enhanced distribution channels
• Focus
• Increase revenues & protect yields
Airline Challenges

- **Build brand value**
- **Marketing**
- **Decisiveness and pro-activeness**
- **Products and services**
- **Revenue Management**
- **Ancillary Revenues and Unbundling**
- **Building Alliances or consolidation to achieve economies of scale**
- **Vertical Integration to have more control of Value chain**
- **Cross sell and Upsell**
- **Customer relationship Management**
- **Business intelligence and Ecommerce**
E commerce
Ecommerce Strategy

Agree on business objectives

Align the business to achieve your objectives

Set stretched but achievable targets

Agree activities and remain focussed
Developing an E-Commerce strategy

• On-line sales strategy
  – involve the top management of the organisation who define priority areas and Goals
  – Align the business to achieve set objectives
• Cross functional approach and need involvement
• Set Well defined target
• Sales and Marketing
• Costs
• Revenue&Revenue management issues
• Improved Customer Service
• Organisational Issues
Improving online Business

• Make it Easy
• Fare Calendar (Make it easy to find fares)
• Penetrate non-domestic markets
• Multi-currency pricing support
• Corporate business
• Customers Self Service
• Increase Revenues
• Increase Portfolio of products
Phases of Booking Engine

Availability & Fare display in calendar

Upselling opportunities

Meal & Seat allocation

Online Secure Payment

Booking confirmation Followed by ticketing

Online Dashboard
### Availability + Faring - Wide choices

A grid displaying availability and pricing for travel dates. The grid lists dates from April 21 to May 18, with fares from Mauritius to Paris and Paris to Mauritius. Prices are highlighted for the lowest fare options.

#### Lowest Prices

- For Mauritius to Paris on May 15, the fare is 24,675 MUR.
- For Paris to Mauritius on May 15, the fare is 24,675 MUR.

### Availability and faring calendar for flexible travel dates with lowest prices highlighted
improving online Business (Increase Revenue)

- **Up-sell**
  - See all fare options, not just cheapest
  - Fare Marketing Types
  - Promotional fares with coupon codes

- **Cross-sell:**
  - **Airline sources:**
    - Meals, baggage, seat assignments, priority boarding, IFE, merchandise, lounge access
    - Interline
  - **Non-airline sources:**
    - Insurance, hotels, cars, transfers

- **Service Fees**
  - Booking/Ticketing/Change Fees
  - Payment Types Fees
  - Route based fees
Upselling Opportunities

Proposing higher fare classes

Higher fares presented to passenger to encourage up-selling.
User friendly rules help passenger in decision making.
Hints on how to improve online Business (Extend reach)

- Distribute and facilitate direct relationships to major groups of purchasers
  - travel agencies
  - Tour Operators
  - corporate buyers

- Attract Customers through management of Service fees by channel
Hints on how to improve online Business (Customer Self Service)

- Automate reservation modification by enabling the customer to make changes online
- Allow users to supply APIS information during and after online booking
- Advance seat reservation
- Auto-generated interactive seat maps from inventory
- Enable Customers to provide the required information online and reduce time at Airport
- Rules (which data to be collected) determined by country of residence and destination
Online Seat Request

Pre-selection of seat from graphical seat map
Secure Payment Gateway

Online secure platform for credit card details entry with 3D secure authentication
Online Dashboard for Payment Monitoring

Online dashboard to view and monitor real time payment transactions
Ecommerce enhancement through Customer Relationship management CRM
Link between CRM And Ecommerce

• Transacting with Loyal Customers
• Campaign management through the Web based on Customer profiles
• Customer feedback through Web
• 360 degrees view of customer through their purchase, service request on the Web
CRM Positioning

- CRM is
  - First and foremost a business Strategic issue
  - Cuts across the whole organisation and is not owned by a single department
  - Its Implementation requires overhaul of existing processes, More Integration and change in culture and approach
  - Focuses on placing the customer in the centre of the process and even empower them to transact in self Service mode
  - Is at the leading and bleeding edge
  - Needs well developed highly accessable and available secure Systems
Moments of truth

• Know your customers across the value chain
  – External Customers (Passengers, Corporates, Travel Agents, Freight Forwarders, etc)

• Know your service points
  – Reservations/Sales, Travel Agents, Web site, Airport check-in desks & lounges, On-board service, post-flight services (e.g. service recovery, etc)
Issues on CRM

Pain Points

• High cost of Ownership due to fragmented legacy applications and systems
• Deployment and user friendliness Apps
• Incongruence in data due to lack of integration
• Agility and flexibility
• Functional Gaps- CRM approach v/s Pure FFP, partner programme
• Decision Support systems

Solution

• More Integration and Single view of customer
• Web enablement
• Suite application and tighter Integration through real time webservices.
• Empowerment of Users and configuration approach rather than hard code development
• Marketing Intelligence
Single view Of Customer

Consolidated Customer Data

Booking

Check-In

Lounge

Inflight

Boarding

Arrival & Baggage

Loyalty Marketing

Recognize your customers along the value chain
Single View Of Customer across all channels

Customers

Call Center

eMail/Chat

Web

Field Sales

Shops/Partners/Resellers

SMS

Customer Information

Back Office

Marketing / Analytics / Loyalty
Single Unified View of Customer

Culture:
- Education
- Communication
- Senior Management Commitment

Process:
- Restructure Of Operations & Processes:
  - Flow of information
  - Agility

Strategy:
- Vision
- Clear Goals
- Internal & External Markets
- Clear Benefits

Technology:
- Customer Intelligence
- Touch Points
  - Q + Q

CUSTOMER
Holistic Framework for Customer Centricity

- Roadmap
  - Innovation Design
  - Phased Projects
- Customer Centric Strategy
- Assessment and Roadmap
- Planning and Design
- Implementation
- Roll Out
- Process
- Organization
- People
- Technology

Projects Start at Different Points
Projects Emphasize Different Aspects of Change
The CRM Solution

- A comprehensive **single Information Source** on your customers for enhancing relationship and have a 360 degree knowledge of their experience – Siebel Sales/call centre
- **Marketing Analytics** to better understand and target your Customers segments with appropriate products Siebel Analytics
- **Campaign Management** - Siebel Marketing
- Focus on **Premium and loyal** Customers - Siebel loyalty
- **Partner** Programme –Siebel loyalty
- **Customer Servicing and Recovery** -Siebel call centre
- End to end **Integration** between Front end Sales tools (GDS) Service Delivery, CRM solutions and Back end financial systems
- Customer **datawarehouse**
- Feeder to all distribution channels
Integration with other systems

Multi-channel connectivity

Touchpoints and channels
- Sales Force
- Contact Centers
- Travel Centers
- Airports
- In-Flight
- Web
- Kiosk
- Outbound Email

CRM Applications
- Loyalty Marketing System
- Customer Service Recovery
- Call Center
- Marketing
- Partner Portal
- Customer Self Service

Application Integration

Core Airline Systems
- Global Distribution System
- Departure Control System
- Amadeus Reservation System
- Passenger Revenue System
- Frequent Flyers DSS
- Embosser System

Siebel Transactional Database

Reporting & Analytics
- Executive
- Marketing
- Service

Siebel DataWarehouse
The End Results

- Improve Business through better knowledge of customers and partners
- Increased levels of customer satisfaction through better Customer service
- Segmentation and targeting of their most important customers
- Enhanced customer opportunity management through Campaigns
- Increased Market Share by attracting more business
- Increase market through impulsive buying in Off peak season
- Improved management and interaction with their partners
- Build loyalty with Customers, corporates and partners
Selecting a CRM system

• The Product functionality
  – Sales
  – Marketing
  – loyalty
  – call centre
  – Analytics

• Accessibility at all touch points

• Its possible interaction with the
  – Distribution tools : GDS and Website
    • Webservices
    • Batch update
  – With Operations systems for Customer recovery
  – with the Back end products
    • Financials
    • Passenger revenue control Systems
Solutions Characteristics

• Cost Effective
• Flexible
• Integrated
• Open and Extensible
• Scalable and reliable
• Interoperable
Objectives

• Increase customer profitability
  – Bonus miles promotions encourage customers to book certain flights, which optimizes load factor to sustain route profitability.

• Increase retention rate
  • Being rewarded with miles conduce travelers to choose the national company rather than others or other means of transportation

• Increase acquisition rate
  • The Loyalty coalition allows reaching partner's customers to drive acquisition

• Decrease Selling, General & Administrative Expenses (SG&A)
  • Frequent Flyers’ are guided to less costly channels, such as self service
  • Change in culture and approach
  • Customer care as a top priority, adjust the level of services and attention offered based on the value customers bring to the company
  • Enhance employee satisfaction & engagement
Multi channel customer interactions

Contacts to call center & customer recovery service (phone, mail, fax, walk-in)

Contacts via website

Counter interactions

In-flight incidents

Lost luggage cases

Earning miles within Loyalty coalition

- **Company tickets** (counter, call center, website, travel agency, tour operator)
- **Partners**: Airline, Helicopter, Hotel, Car rental, Bank, Telco, Airport duty free shop

Getting rewards, bonus and promotions

- Free tickets, excess luggage, upgrades
- Complimentary elite cards
- Partners’ rewards
- Promotional mailing / emailing

Customer Relationship Management

- B2B & B2C customer database
- Loyalty engine
- Marketing campaigns

Contacts to call center & customer recovery service (phone, mail, fax, walk-in)

Contacts via website

Counter interactions

In-flight incidents

Lost luggage cases
Overview of the applicative solution

Solution CRM
- Siebel Loyalty
- Siebel Marketing
- Siebel Call Center
- Siebel Sales
- Siebel Analytics

Airline systems
- List of flights
- Bookings
- Earn on travels

Website
- Enrolment
- Profile update
- Statement
- Contact
- Burn for free ticket

Partners
- Earn
- Burn

Call Center
- Enrolment
- Customer data management
- Claims
- Miles redemption

Loyalty dpt
- Earning rules
- Burning rules
- Tier change rules
- Complimentary elite cards

Marketing dpt
- Customer segmentation
- Multi channel mkg campaigns
- Events management

Sales dpt
- TO / TA sales follow up
- Corporate management

Batch
Real time
Direct access
Feeding CRM System

- Flight schedules and Actuals from ops system
- Daily PNR datafeed from GDS (batch)
- Capture frequent travellers list at boarding
- Revenue control Precise uplift info
- Incident from AOS
- World tracer Data (batch)
- Partner programme
- Oracle financials (two Way)
Siebel Loyalty: Scope and Definition

“An enterprise class software solution for the management of operational loyalty programs”

- Targeted Promotions
- Member Portal
- Transactions
- Points
- Statements
- Vouchers
- Partners

Siebel Loyalty Management
Siebel Loyalty components

### Retailer
- View complete member profile
- Define tiers
- Enroll members
- Reward behavior
- Create targeted promotions
- Define accrual and redemption rules
- Service a member’s request

### Members
- Join program
- Keep profile up to date
- Conduct web transactions
- Enroll in loyalty promotions
- Redeem rewards
- Refer friends
- View statements
- Create Service Requests
- Set contact preferences

### Partners
- Enroll members
- Send transactions to the host organization
- Approve joint loyalty promotions
- Manage service requests
- Approve transactions
- Manage products
- Collaborate on servicing the customer

### Loyalty Engine
<table>
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<tr>
<th>Rules</th>
<th>Rewards</th>
<th>Tiers</th>
<th>Member Profiles</th>
<th>Eligibility</th>
<th>Promotions</th>
<th>Transactions</th>
<th>Point Expiration</th>
</tr>
</thead>
</table>

IATA Commercial Strategy Symposium - TURKEY

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Loyalty System - Modules

• Member Enrolment
• Member Profiling
• Tracking of Member activities (points accrual)
• Reward Members
• Perform Customer Surveys
• Campaign Management
• Batch and Personalized Mailing
• Targeted Loyalty Promotions
• Statements Generation
• Service Request Management
• Manage 360 degree customer profile
• Loyalty Partnerships
• Loyalty Member Portal on web
Portal for loyalty

• On line and up to date Content
  – Create New member
  – Attractive deals
  – Statement online
  – Query points

• On line Transactions
  – Redeem on line by Award calendar
  – Booking and faring Engine √
  – Secure Payment Gateway √
  – E- ticketing - new opportunity to enhance websales √
  – 2 D barcoding enhancing Internet check in

• Book, Buy Pay & fulfill at the click of the mouse √
  – New Customer Behaviour
  – Loyalty at risk if service is poor
  – Brand Loyalty and stickiness

• Service premium & Loyal customers
  – Targeted information
Frequent Flyer – Online Redemption

1. Frequent Flyer logs in website
2. Check is made if miles available for trip requested
3. Availability displayed for miles to be redeemed
4. Payment of taxes and booking confirmation
5. Miles redeemed in real time in CRM loyalty
CRM DATA on all channels Call centre

• Responsiveness at call centre
  – Communications Technology
    • SITA Partnership for calls Collection ✓
    • Cisco Customer Interaction Centre ✓
    • Interactive Voice Recognition ✓
    • Computer Technology Interface ✓
  – Front End Applications (Amadeus Partnership)
    • User friendliness ✓
    • Easy switching amongst applications ✓
    • Wealth of Information and guided response
  – Multiskilled and Consistently trained Agents
    • Skill based routing (Vertically and horizontally)
    • Hard and Soft Skills ✓
    • Multitude of Services
    • Upsell and Cross sell ✓
Synergy of Applications

Diagram showing interconnected applications:
- Cisco
- Siebel CRM
- Amadeus
- Website
- Customer Database
CRM DATA on all channels
Walk In Customers

• Direct Sales
  – Personal greeting ✓
  – Book, Buy Pay & fulfill ✓
  – Similar system and Information available that other distribution channel have ✓
  – Unique view of the customer ✓
  – Possibility of Upsell and Cross sell ✓

• Indirect Sales
  – Tour Operators
  – Travel Agents
SMS Technology

• Push/Broadcast
  – Notifications for Flight delays (Push)
  – Marketing messages and promotional campaigns
  – Internal communication

• Pull/Query
  – Flight availability & timetable (Pull)
  – Frequent Flyer miles balance
SMS Architecture

Flight Schedules Database

Siebel Customer repository

Employee Repository

SMS Application

Customers & Employees

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Project – Cost Breakdown

- Siebel Software licenses
- Siebel Software maintenance
- Implementation Costs
- Hardware Costs
- Hardware Maintenance Costs
- Oracle Database Licenses
- Oracle Database Maintenance
- Siebel Training
- Siebel Tam Services
The integrated loyalty management lifecycle

1. Create Loyalty Promotion
2. Create and Execute Marketing Campaign
3. Respond to Customer Questions about Promotion
4. Process Members’ Transactions and Accruals
5. Identify Members for Targeted Promotion
6. Manage Flexible Loyalty Program
7. Track Comprehensive Member Profiles
8. Measure Promotion’s Results and Effectiveness

Loyalty Marketing Lifecycle
Siebel’s Complete Loyalty Management Solution

- Loyalty
  - Process Members’ Transactions and Accruals
  - Respond to Customer Questions about Promotion
  - Create and Execute Marketing Campaign
  - Create Loyalty Promotion
  - Identify Members for Targeted Promotion
  - Manage Flexible Loyalty Program
  - Track Comprehensive Member Profiles
  - Measure Promotion’s Results and Effectiveness

- Analytics
  - Loyalty Analytics
  - Loyalty Marketing Analytics

- Call Center

- Marketing

- Loyalty
Conclusion

A Chain is as strong as its weakest link

Integration of various systems.

Accessibility of the applications at all touchpoints.

High Availability, Secure and user friendliness applications.

Empowerment of Employees and Customers for Self Service.

- CRM entails a strategic, organisational and technical revist to better manage business around customers’ preferences.

- entails acquiring and deploying knowledge about one’s customers to align products/services and channels with their needs

- provides a high quality uniform experience across all touchpoints, thereby resulting in increased revenue and operational efficiencies

- Customer centricity Culture is the Critical Success Factor
Challenges Of BI

• Unlike Telecoms and Banks
• Download of data from Hosted Systems
• Transform data and make it meaningful for business
• Volume of data involved
• Sometimes manage data from various vendors
• Eticket has brought a new dimension
Ticket datawarehouse

- Trip record (PNR)
- Ticket record (VCR)
- Trip & Service History
- Check In data
- Customer experience Data
- Baggage Data
- What do we do with this data Rewards and Actions Paralysis by Analysis
Datawarehouse

• Dedicated Database for Query, Reporting and Analysis
• Different to Transactional Systems
• Federate data from the Transactional systems as well as other sources (external and Internal)
• Extraction, Transportation, transformation (filtering and Validation) and loading
• OLAP On line Analytical Processing Tools
• Data mining
• Slice &DICE
• Drill down
BI

• Marketing and Operating flights and difficulty getting info
• Time is of essence
• Trade off timeliness and accuracy
• Business Intelligence
  – Revenue
  – Market performance
  – Lead Lag
  – Customer
  – Operations
• Revenue Centricity
• Customer Centricity
• Merchandising
BI sort of report

- Analysis Revenue (Number of Pax, Yield...) By route
- By Route and type of Aircraft
- By sales Area/Aircraft
- BY Route/day of week
- By route/Class of travel
- By Fare Type
### Cognos PowerPlay Web Explorer

#### pax by route by class

<table>
<thead>
<tr>
<th>Revenue (MUR) as values</th>
<th>EUROPE</th>
<th>AUSTRALASIA</th>
<th>AFRICA</th>
<th>JIFER ISLAND</th>
<th>CARGO ROUTES</th>
<th>Dummy route</th>
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Columns 1-20 of 64.
Revenue by route / day of week

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<th>Revenue (EURO) as values</th>
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<th>AUSTRALASIA</th>
<th>AFRICA</th>
<th>INTER ISLAND</th>
<th>MIDDLE EAST</th>
<th>DUMMY ROUTE</th>
<th>MRU/FCO/MXP/MRU</th>
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Revenue by route / flight date

<table>
<thead>
<tr>
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<th>MIDDLE EAST</th>
<th>DUMMY ROUTE</th>
<th>MRU/FCO/MXP/MRU</th>
<th>MRU/TNR/NBO/TNR/MRU</th>
<th>RUN/RR</th>
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<td>Revenue (EURO) as values</td>
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<td>MRU/CDG</td>
<td>CDG/MRU</td>
<td>MRU/CDG</td>
<td>CDG/MRU</td>
<td>MRU/CDG</td>
<td>CDG/MRU</td>
<td>MRU/CDG</td>
<td>CDG/MRU</td>
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<td>MK 34</td>
<td>MK 45</td>
<td>MK 40</td>
<td>MK 51</td>
<td>MK 47</td>
<td>MK 36</td>
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<td>1,192,231</td>
<td>1,022,028</td>
<td>1,022,028</td>
<td>975,904</td>
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<td>853,573</td>
<td>151,949</td>
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<td>967,538</td>
<td>931,538</td>
<td>931,538</td>
<td>553,109</td>
<td>553,109</td>
<td>321,962</td>
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<td>906,515</td>
<td>906,515</td>
<td>501,694</td>
<td>501,694</td>
<td>624,420</td>
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<td>1,462,508</td>
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<td>1,569,102</td>
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<td>1,298,571</td>
<td>263,091</td>
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<td>1,117,381</td>
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<td>784,912</td>
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<td>1,069,254</td>
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<td>1,484,822</td>
<td>1,172,361</td>
<td>1,172,361</td>
<td>1,572,797</td>
<td>1,572,797</td>
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<td>Nov/2006</td>
<td>1,655,443</td>
<td>1,655,443</td>
<td>1,249,871</td>
<td>1,249,871</td>
<td>1,612,296</td>
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<td>1,581,384</td>
<td>1,817,348</td>
<td>1,817,348</td>
<td>1,657,207</td>
<td>1,657,207</td>
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<td>2,298,863</td>
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<td>2,076,731</td>
<td>1,472,578</td>
<td>1,472,578</td>
<td>2,139,945</td>
<td>2,139,945</td>
<td>1,862,850</td>
<td>1,862,850</td>
<td>384,812</td>
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<td>Feb/2007</td>
<td>1,358,516</td>
<td>1,358,516</td>
<td>1,248,199</td>
<td>1,248,199</td>
<td>1,445,758</td>
<td>1,445,758</td>
<td>1,668,559</td>
<td>1,668,559</td>
<td>333,566</td>
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<td>Mar/2007</td>
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<td>1,639,663</td>
<td>1,396,501</td>
<td>1,396,501</td>
<td>1,790,880</td>
<td>1,790,880</td>
<td>1,517,925</td>
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<td>16,673,645</td>
<td>15,727,691</td>
<td>15,727,691</td>
<td>15,766,582</td>
<td>15,766,582</td>
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<td>2,598,852</td>
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Columns 1-22 of 1548.
By route & class of travel

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<tr>
<th>Revenue</th>
<th>MRU/CDG/MRU</th>
<th>MRK 45</th>
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<tbody>
<tr>
<td>April 2006</td>
<td>221,080 857,874 113,277 0 0 1,192,231 179,525 742,734 99,769 0 0 1,022,028</td>
<td></td>
</tr>
<tr>
<td>May 2006</td>
<td>163,172 694,878 109,489 0 0 967,538 143,445 707,839 80,255 0 0 931,538</td>
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</tr>
<tr>
<td>June 2006</td>
<td>139,386 610,968 78,310 0 0 828,664 104,270 740,015 62,229 0 0 906,515</td>
<td></td>
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<tr>
<td>July 2006</td>
<td>166,436 1,174,729 76,141 0 0 1,417,306 114,390 1,419,089 81,562 0 0 1,615,041</td>
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</tr>
<tr>
<td>August 2006</td>
<td>208,790 1,435,068 125,675 0 0 1,769,532 140,482 1,239,444 82,582 0 0 1,462,508</td>
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<tr>
<td>September 2006</td>
<td>149,250 880,493 87,638 0 0 1,117,381 139,716 890,523 90,504 0 0 1,120,742</td>
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</tr>
<tr>
<td>October 2006</td>
<td>150,560 790,485 101,247 26,963 0 0 1,069,254 229,357 1,092,847 148,312 14,307 0 0 1,484,822</td>
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</tr>
<tr>
<td>November 2006</td>
<td>22,078 1,159,303 187,229 286,834 0 0 1,655,443 8,875 941,504 107,018 192,474 0 0 1,249,871</td>
<td></td>
</tr>
<tr>
<td>December 2006</td>
<td>46,191 1,117,957 193,512 220,724 0 0 1,581,384 16,127 1,328,565 202,427 270,230 0 0 1,181,348</td>
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</tr>
<tr>
<td>January 2007</td>
<td>60,900 1,433,253 239,258 343,320 0 0 2,076,731 14,184 1,125,253 147,793 185,347 0 0 1,472,578</td>
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</tr>
<tr>
<td>February 2007</td>
<td>28,921 932,492 160,667 236,437 0 0 1,358,516 15,866 957,289 107,073 167,971 0 0 1,248,199</td>
<td></td>
</tr>
<tr>
<td>March 2007</td>
<td>40,639 1,194,006 148,036 256,983 0 0 1,639,663 30,861 1,018,364 125,532 221,744 0 0 1,396,501</td>
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</tr>
<tr>
<td>06/07</td>
<td>1,400,401 12,281,505 1,620,478 1,371,261 0 0 16,673,645 1,137,096 12,203,465 1,335,057 1,052,073 0 0 15,727,691 2,5</td>
<td></td>
</tr>
</tbody>
</table>
### Revenue (EURO) as values

|          | 14 | 1M | 1Y | 21 | 2M | 30 | 35 | 3M | 45 | 4M | 60 | 6M | 75 | 9M | AB | AD | AF |
|----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Apr/2006 | 0  | 4,620 | 0  | 0  | 26,431 | 76,742 | 6,561 | 13,472 | 44,024 | 61,717 | 0  | 126,534 | 0  | 0  | 0  | 0  |
| May/2006 | 0  | 6,617 | 0  | 0  | 18,495 | 17,863 | 12,387 | 16,593 | 18,062 | 36,846 | 0  | 58,037 | 0  | 845 | 0  | 0  |
| Jun/2006 | 0  | 4,234 | 0  | 0  | 52,125 | 6,070 | 21,953 | 41,262 | 10,771 | 89,252 | 0  | 58,211 | 0  | 0  | 0  | 0  |
| Jul/2006 | 0  | 678  | 0  | 0  | 117,482 | 48,713 | 16,801 | 145,709 | 34,564 | 241,674 | 0  | 193,657 | 0  | 0  | 0  | 0  |
| Aug/2006 | 0  | 3,601 | 0  | 0  | 93,851 | 46,845 | 42,862 | 157,299 | 20,834 | 151,883 | 0  | 241,296 | 0  | 0  | 0  | 0  |
| Sep/2006 | 1,775 | 2,059 | 1,601 | 0 | 81,624 | 32,139 | 29,650 | 83,928 | 12,847 | 190,614 | 0 | 256,584 | 0 | 0 | 0 | 0 |
| Oct/2006 | 0  | 4,724 | 5,229 | 0 | 62,439 | 120,732 | 30,450 | 64,075 | 66,385 | 62,066 | 0 | 194,120 | 0 | 0 | 0 | 0 |
| Nov/2006 | 0  | 21,665 | 1,744 | 759 | 55,592 | 36,825 | 37,855 | 72,812 | 34,190 | 70,790 | 335 | 178,096 | 0 | 1,186 | 0 | 0 |
| Dec/2006 | 0  | 49,911 | 1,152 | 0 | 100,794 | 52,713 | 32,995 | 179,347 | 37,807 | 113,720 | 0 | 362,564 | 0 | 0 | 0 | 0 |
| Jan/2007 | 0  | 48,032 | 7,214 | 0 | 79,066 | 49,370 | 32,745 | 220,014 | 45,082 | 125,023 | 335 | 334,947 | 0 | 0 | 0 | 0 |
| Feb/2007 | 0  | 25,652 | 4,287 | 696 | 40,924 | 11,586 | 29,905 | 248,351 | 67,065 | 62,205 | 0 | 272,823 | 0 | 0 | 0 | 0 |
| Mar/2007 | 2,575 | 29,981 | 1,154 | 0 | 61,126 | 10,228 | 25,484 | 83,545 | 47,513 | 46,424 | 0 | 254,458 | 0 | 0 | 0 | 0 |

06/07: 4,350 201,773 22,381 1,455 789,950 509,825 319,648 1,328,407 399,144 1,252,213 671 2,531,327 0 2,030 0 0 0 0

Columns 1-20 of 924.
# Principal Statistics by route

<table>
<thead>
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<th>MEASURES as values</th>
<th>Apr/2006</th>
<th>May/2006</th>
</tr>
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<tbody>
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<td>EUROPE</td>
<td>MIDDLE EAST</td>
</tr>
<tr>
<td>Pax Revenue (MUR)</td>
<td>404,792,584</td>
<td>4,977,194</td>
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<tr>
<td>Pax Revenue (EURO)</td>
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<td>134,912</td>
</tr>
<tr>
<td>Cargo Revenue (MUR)</td>
<td>83,492,640</td>
<td>621,238</td>
</tr>
<tr>
<td>Cargo Revenue (EUR)</td>
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<td>Mail Revenue (MUR)</td>
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<tr>
<td>Mail Revenue (EUR)</td>
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</tr>
<tr>
<td>Excess Baggage Revenue (MUR)</td>
<td>1,751,657</td>
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</tr>
<tr>
<td>Excess Baggage Revenue (EUR)</td>
<td>47,267</td>
<td>0</td>
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</tbody>
</table>
Conclusion

- **Ecommerce**
  - **Improve sales**
  - **last minute sales**
  - **ancilliary Sales**
  - **Improve Service**
  - **Reduce cost**
  - **Enhance outreach**

- **Customer relationship**
  - **Know customers and target campaign through all channels**

- **Business Intelligence**
  - **Measurement and corrective actions**
• Airline Business Consultancy (Ebusiness, CRM ERP, MRO and Operations)
• From RFP drafting, suppliers Negotiations, Contract and SOW signature to program management, business process definitions and post cutover review

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• STRAZEN LTD
• Tel 230 2515969

Thank You