



# DIGITIZING SERVICE THROUGHOUT THE WHOLE CUSTOMER JOURNEY 'THE CASE OF ASKY'



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# Digitizing service throughout the whole customer journey

1. What is Digital Customer Service?
2. Why Digital Customer Service?
3. Digital Customer Service and Customer Experience
4. Ideas?
5. Investments & Risks
6. Case-study: Compagnie Aérienne ASKY



# 1. What is Digital Customer Service?

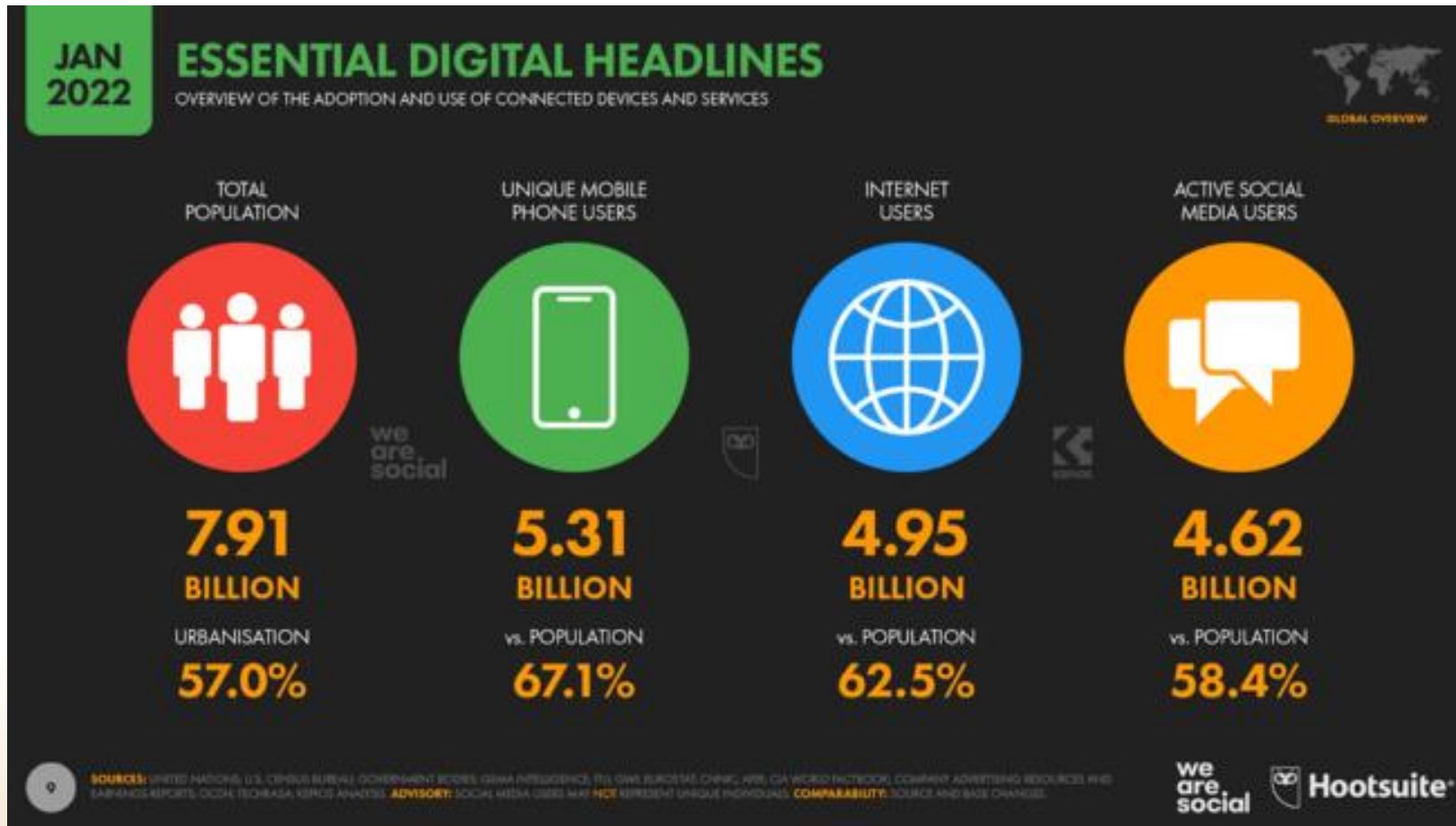
Digital Customer Service means Meeting the needs of your customers through digital channels (**chat, emails, SMS, Social Medias, Messaging Apps and integration of digital customer service with calls**).



**Objective:** Create an excellent customer experience leading to higher customer satisfaction and more revenue for your Business



## 2. Why Digital Customer Service?

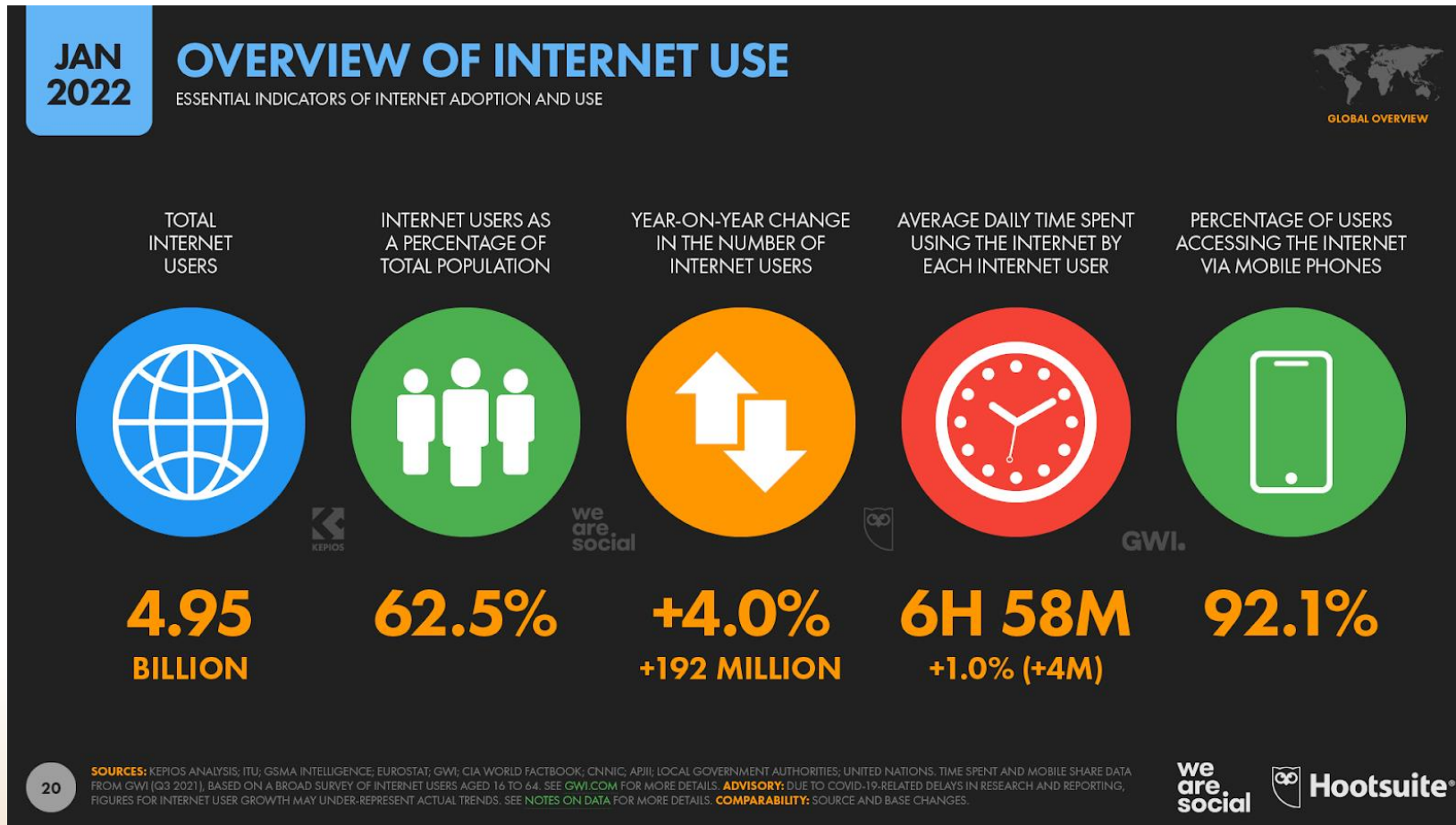


In January 2022, there was an estimation of:

- 67% of world population has 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**

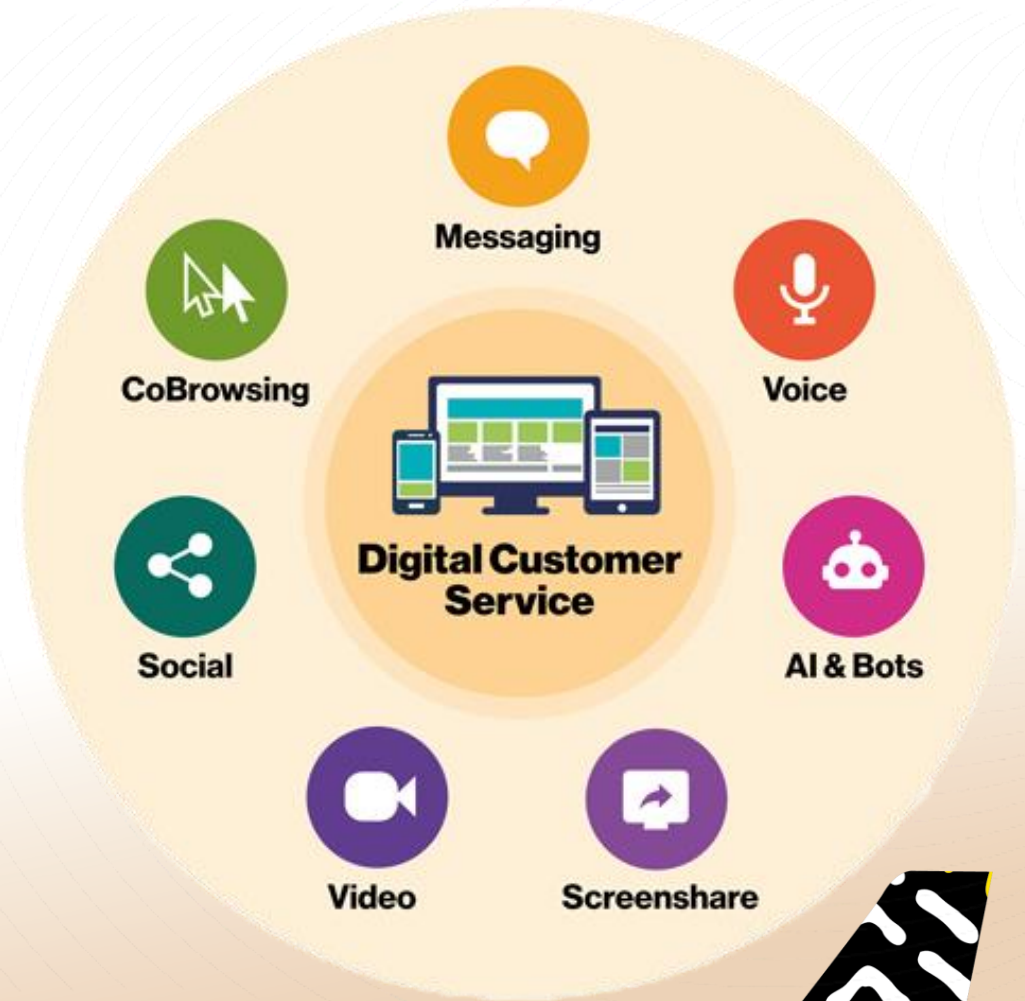


## 3. Digital Customer Service and Customer Experience

- 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



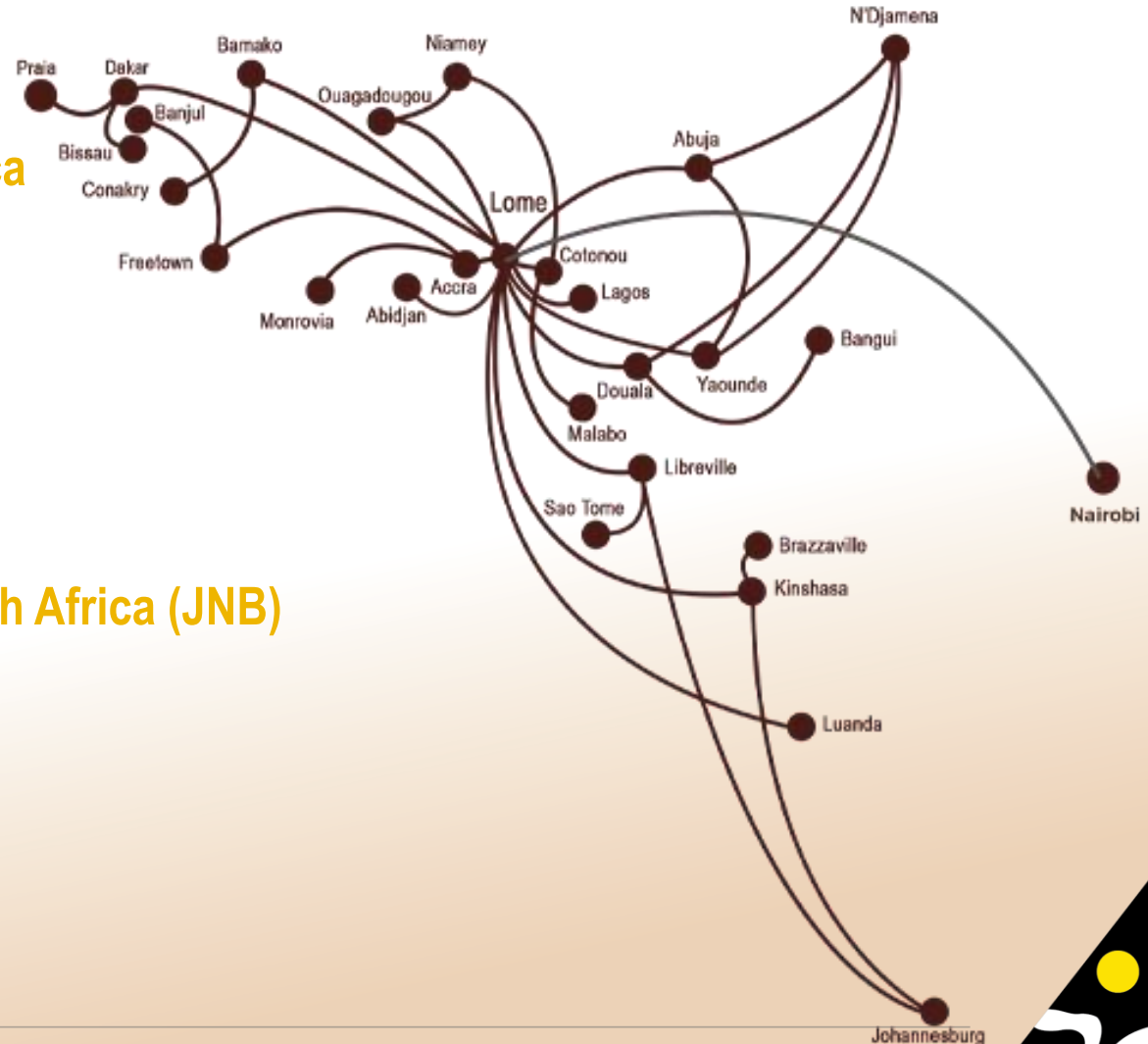
## 6. Case-Study: Compagnie Aérienne ASKY

- **Ownership:** 100% private
- **Base of operations:** Lomé (TOGO)
- **Fleet:** 14 aircrafts (2 B737-700 NG, 10 B737-800 NG & 2 B737 Max 8)



## 6. Case-Study: Compagnie Aérienne ASKY

- **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



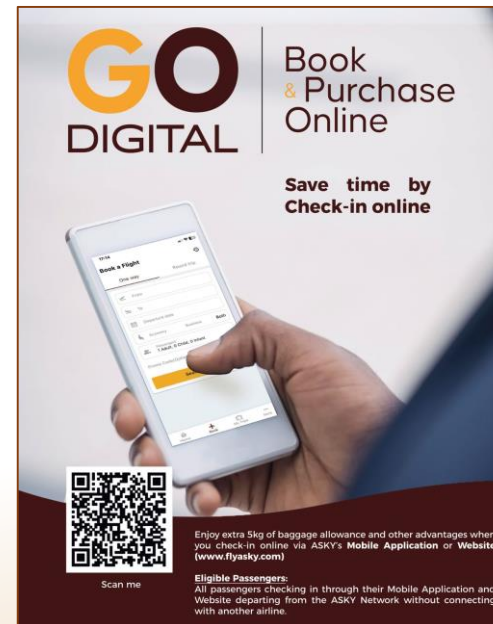
## 6. Case-Study: Compagnie Aérienne ASKY

### ➤ 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



## 6. Case-Study: Compagnie Aérienne ASKY

### 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

**BOOK NOW !**

FLIGHT BOOKING | MANAGE BOOKING | ONLINE CHECK-IN | FLIGHT INFORMATION

One way | Round Trip | Multi City

From\* Lomé (LFW), Togo | To\* Bamako (BKO), Ma | 20 January\* | 18 February\* | 1 Passenger(s) | ALL Cabin Class

December							January							February						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29			

Depart On January 20, 2024 | Return On February 18, 2024 | CLEAR | OK

## a- Customer Journey – online booking through Mobile App

15:06 | 0,3 Ko/s

### Book a Flight

One way Round trip

Accra (ACC)

Lagos (LOS)

Jan 10, 2024 Jan 26, 2024

Economy Business Both

Passengers  
1 Adult, 0 Child, 0 Infant

Promo Code(Optional)

Search flights

Home Book My Trips More

## a- Customer Journey – online checking

FLIGHT BOOKING | MANAGE BOOKING | ONLINE CHECK-IN | FLIGHT INFORMATION

Reservation Code | Ticket Number

Reservation Code (PNR) \*  
NEJNKT

Last Name \*  
AHADJ

CHECK IN

### Offers

Check out our discounted flight offers

Cookie usage notification: We use owned and third-party cookies to improve our services. If you continue to browse, we consider you accept this use. OK

## a- Customer Journey – Online checking through Mobile App

17:13 | 0,1 Ko/s

← **Check-in**

MY TRIPS ANY FLIGHT

**Check-in Eligibility**  
Check-In starts 24 hours before departure and ends 2 hours before departure.

Reference number is the six digit alphabet code on your booking confirmation  
Your ticket number is a 13-digit number.

Ref. No Ticket

Booking Reference  
LLXYMF

Last Name  
MOUSSA

MOUSSA | MOUSSAKA | MOUSSE

## 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.

#### THE BENEFITS OF DIGITALIZATION



Optimization  
of the working process

Improving  
customer experience

Reduce  
business costs



**Thank You!**  
**Shukrani!**  
**Merci!**

