

Technology for maximum gain

In the age of digitalisation, effective analysis of data has proved to be the key in delivering personalisation of services in the airline industry. This ensures an increase in conversion rates, improve repurchase rate and customer satisfaction.

Policy backfire?

Aimed at curbing the presence of touts around monuments, the Archaeological Survey of India (ASI) has introduced a new policy that authorises only ASI certified guides to work in centrally protected monuments and sites managed by the group. The licensing of guides will be done by ASI; while the licences certified by the Ministry of Tourism are considered valid, guides will still have to undergo the necessary examinations by ASI until Sept 7, 2017, after which fresh licences will be issued for the next five years.

The new policy has caused a furore among the industry mainly due to the changes in the eligibility criteria that mandates a bachelor's degree in history. Several guides who have been working for decades might find themselves unqualified and, eventually, jobless under the new directive. Aside from that, there will be only one category for them – ASI monument guide, as opposed to the previous regional, state or monument category. The policy seems to have been formed in a haste without taking feedback into consideration from the sector. It is currently being challenged by several tourism bodies who have taken the matter to the Supreme Court.

The concept of Fourth Industrial Revolution as first suggested by Professor Klaus Schwab, WEF Founder, elaborates a revolution which is a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres.

Within the next few years, artificial intelligence and machine learning, advanced robotics and autonomous transport, advanced materials, biotechnology and genomics are going to collate providing real time everything – from industry reports, to business analysis, consumer behaviours to industry patterns. Each entity with its behavioural prototype formed by pulling together their digital, biological, etc. activity will bring together in a new phase of digitalisation.

Most of these advancements right now are at various stages of evolution. In the travel and tourism domain, it is still in a very nascent stage. Presently, we use various online tools to promote our businesses to reach out to more and more customers, but how far are we

really succeeding? Are we being able to create real consumer base and loyalty? Are the dissatisfied customer's cases getting analysed? Are we keeping a tab on the data required for launching successful campaigns like frequent flyers programs? Are we actually evaluating the vast data of consumers available with us?

It is time to bring together data attained from booking/travel data, social media searches/clicks, web behaviour, airline loyalty quotient, frequent flying pattern etc., and focus on customers accordingly

In order to reap the benefits of the Revolution, we need to understand what we have in hand today. Hence, understanding technology is very important. Effective data analysis is the first and foremost step towards reaping the benefits of digitalisation.

An apt example can be taken of the airline industry today. The potential of personalisation here is still unharnessed by the biggest players. Although digitalisation has remarkably enhanced the quality and quantity of data available today, its power goes unrealised through low level of application to attain business goals. The apt use of data in the airline industry can increase conversion rates, help launch more effective marketing campaigns, increase revenue per trip, improve repurchase rate and boost satisfaction, advocacy and loyalty of their brands. In order to get maximum benefits, efficient analysis of data is mandatory.

It is time to bring together data attained from various sources like booking/travel data, social media searches/clicks, web behaviour, airline loyalty quotient, frequent flying pattern etc., and focus on customers accordingly. Understanding the behaviour of the customer, his likes/dislikes, needs, and experience ends the first step towards using digitalisation next comes

the implementation which can be done through providing tailored messages to airline customers, free upgradation of class, extra facilities, check in details, boarding and check in information and gate number. Launching loyalty programs and its benefits comes next. An important portion of loyalty goes to customers with grievances. Addressing such cases and offering amends is another approach to building consumer loyalty.

(The views expressed are solely of the author. The publication may or may not subscribe to the same.)



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Money matters

Prime Minister Narendra Modi may have struck the demonetisation chord in early November but the aftermath is still being felt everywhere. With barely a month left for the old `1000 and `500 notes to be banned, everyone is busy falling in line, albeit at the banks. The rupee closed at a 39-month low against the US dollar and analysts expect that the home currency may hit a level between `70-72 per dollar in the near term. This is the grim economic scenario, add to this the trouble that foreign tourists are facing once they land in India. And then there are small-time travel agents who always believed in keeping some liquid cash.

At a time when the Indian economy was doing so well and was poised to achieve greater heights this has served as a speed breaker. However, many argue that this will be a major development for the long run. It remains to be seen how long will it be till we start reaping the benefits.

SpiceJet leads PLF in Oct @91.9%

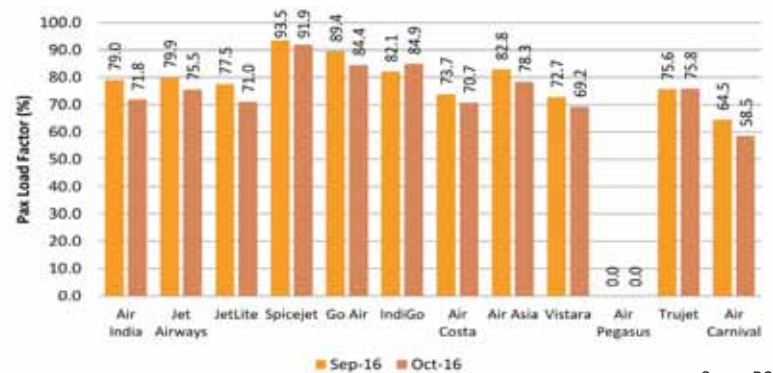
Domestic airlines in India have been booming this year, registering a growth of 23.18 per cent in passenger load factor, with SpiceJet topping the list.



Passengers carried by domestic airlines during Jan-Oct 2016 were 813.70 lakhs as against 660.60 lakhs during the corresponding period of previous year thereby registering a growth of 23.18 per cent.

The passenger load factor (PLF) in October this year almost remained constant compared to previous month primarily due to the end of tourist season, while the overall cancellation rate of scheduled domestic airlines for the month of Oct 2016 has been 0.72 per cent.

SpiceJet recorded the highest PLF of 91.9 per cent amongst all other domestic airlines.



Source: DGCA