



From Booking to Boarding

Turning Airline Customer Data into Actionable Insights With Service Blueprints

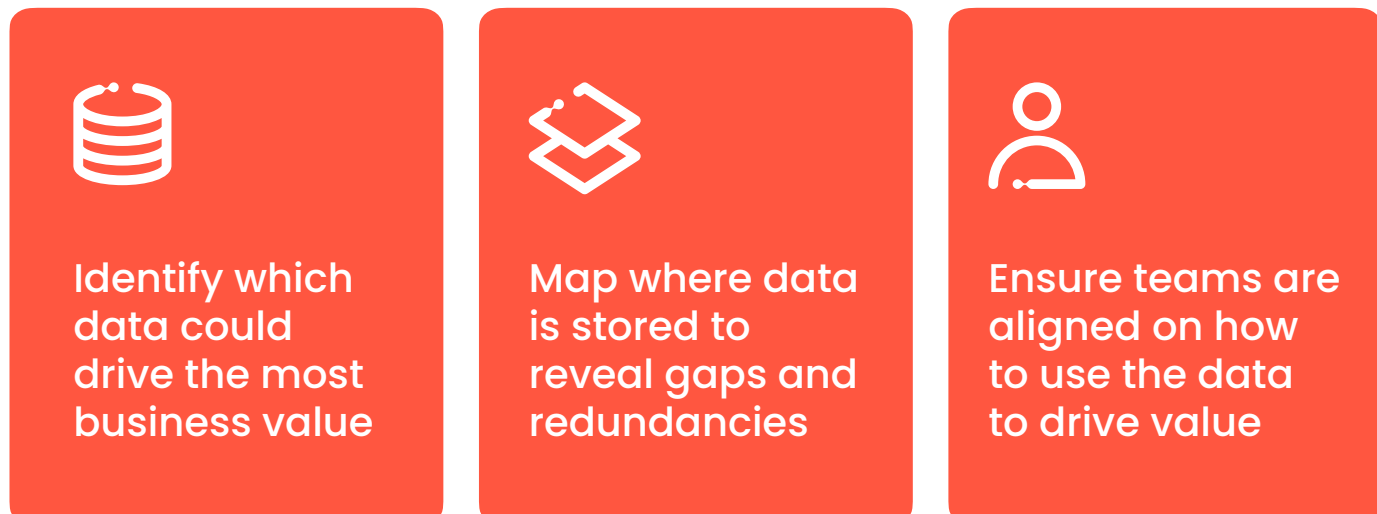
To provide seamless, personalised experiences in a competitive market, airlines need a 360-degree understanding of their customers. But to achieve this, it's crucial to have the right data that offers valuable insights and helps drive business decisions.

So, how can airlines identify exactly which datapoints are needed? Should they collect previous flight bookings? Meal preferences? Or seat selection? The answer – it depends on the business goals.

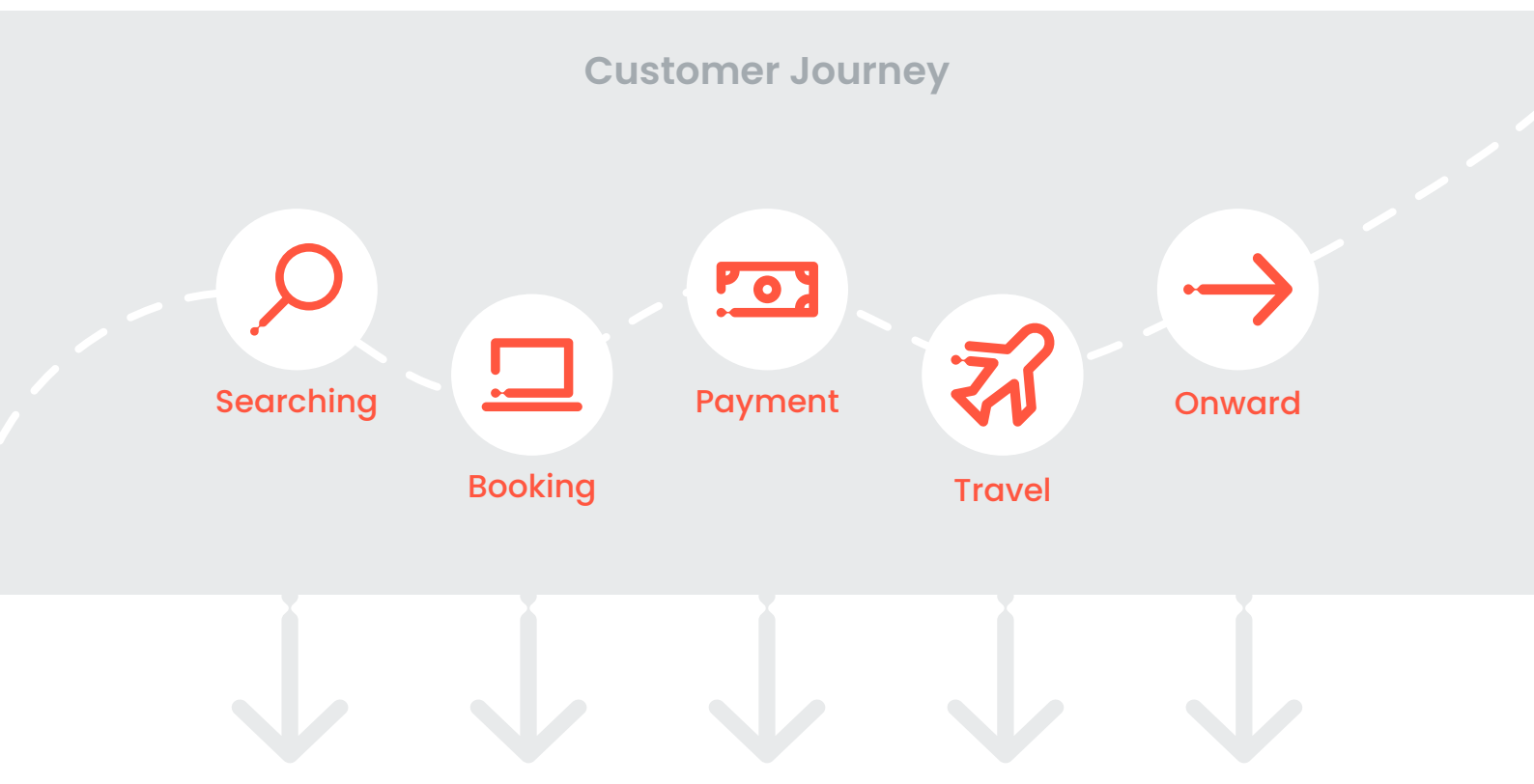
To give airlines a clear picture of what's available, a **service blueprint** maps customer interactions and aligns them with internal processes and the data systems supporting them.

With this bird's eye view of potential data, it's easier to identify which pieces to collect and leverage.

Service blueprints help to:



A service blueprint map shows the customer journey with datapoints we could capture at each stage as well as where that data is, or would be, stored.



What can we learn about the customer?

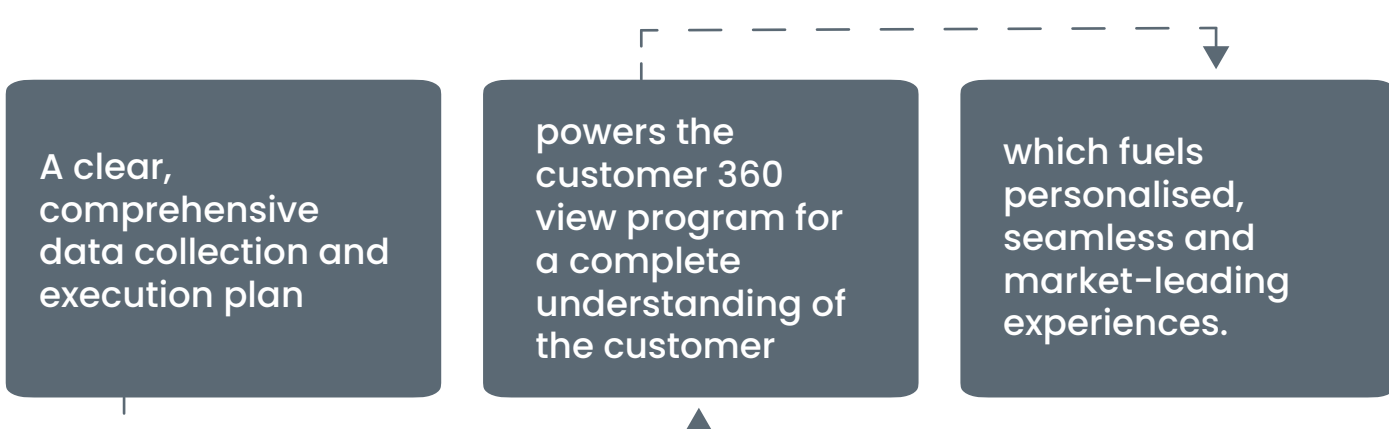


Taking the next steps

Once the service blueprint is mapped out, airlines can then use **customer scenario grids** to strategically identify how to activate this data for the most business value. The key to success is aligning business and technical teams with a clear strategy.

These decisions shape the **conceptual data model** – a visual representation that serves as the foundation for more detailed logical and physical models.

What are the benefits?



Service blueprints lay foundations for AI success

In a world where we can collect all possible data and hand it over to artificial intelligence algorithms, are service blueprints still relevant?

In fact, they're crucial. To keep costs of data storage low, ensure regulatory compliance, transparency and ethical data collection, it's vital to have a plan for each piece of data you collect. Moreover, AI relies on high quality data to provide relevant, reliable outputs.

A service blueprint helps you identify which data to collect and how to leverage it effectively in your AI initiatives for the best results.



The Endava service blueprint method

Working with a cross-functional team, we help airlines develop a comprehensive view of the customer journey by examining each layer of their business, from internal processes to existing and potential customer data. By empowering airlines to understand the potential of this customer data, they can strive for the greatest potential business value for the business, ensuring they capture a clear and comprehensive view of the customer.

Curious to see how a service blueprint could transform your data strategy? [Get in touch.](#)

Or, download our latest whitepaper to learn more: [Unlocking the Power of Customer Data in Commercial Aviation.](#)