



用科技来改造航空业

2016/10/25



今天我要跟大家分享一个旅游故事

TODAY, I AM GOING TO SHARE A TRAVEL STORY

我的旅程 MY TRAVEL JOURNEY

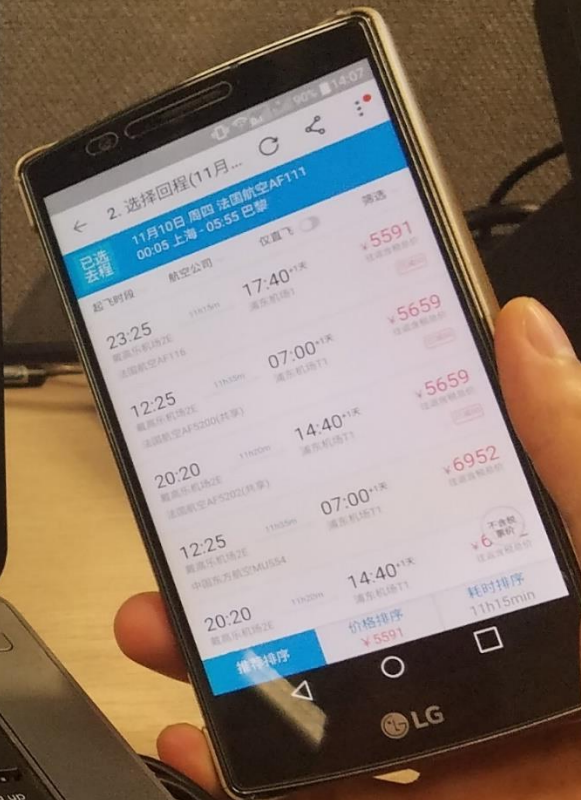
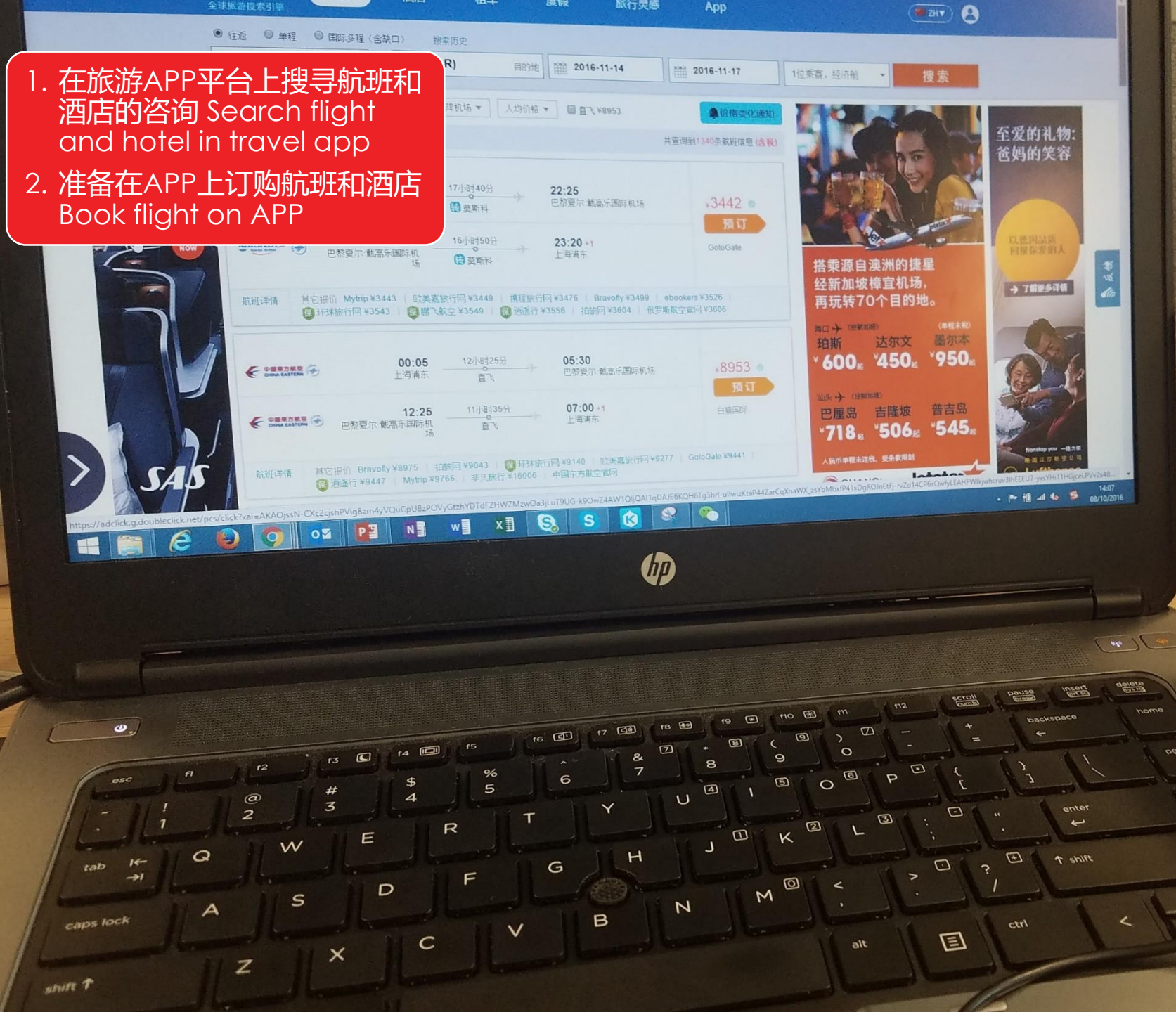


你能发现问题吗？

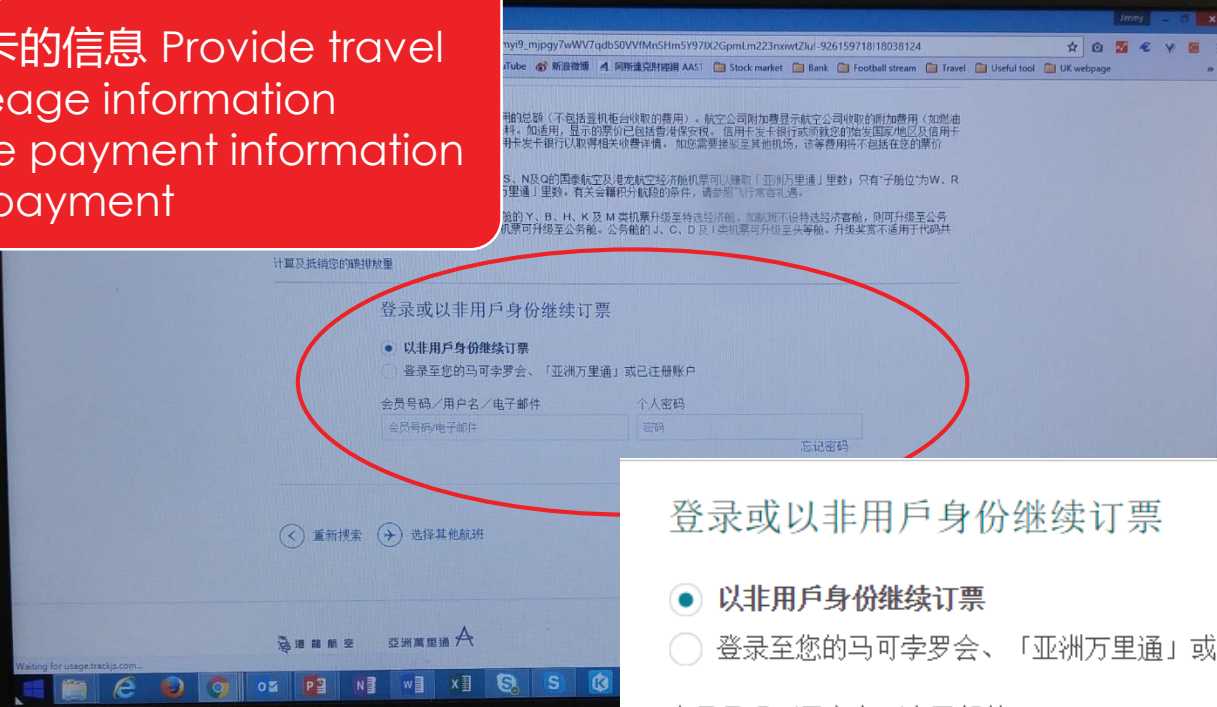
CAN YOU SPOT THE PROBLEMS?

1. 在旅游APP平台上搜寻航班和酒店的咨询 Search flight and hotel in travel app

2. 准备在APP上订购航班和酒店 Book flight on APP



3. 会员注册 Member registration
4. 填写旅客和飞行里数卡的信息 Provide travel document and mileage information
5. 填写支付信息 Provide payment information
6. 完成支付 Complete payment



登录或以非用户身份继续订票

- 以非用户身份继续订票
- 登录至您的马可李罗会、「亚洲万里通」或已注册账户

会员号码/用户名/电子邮件

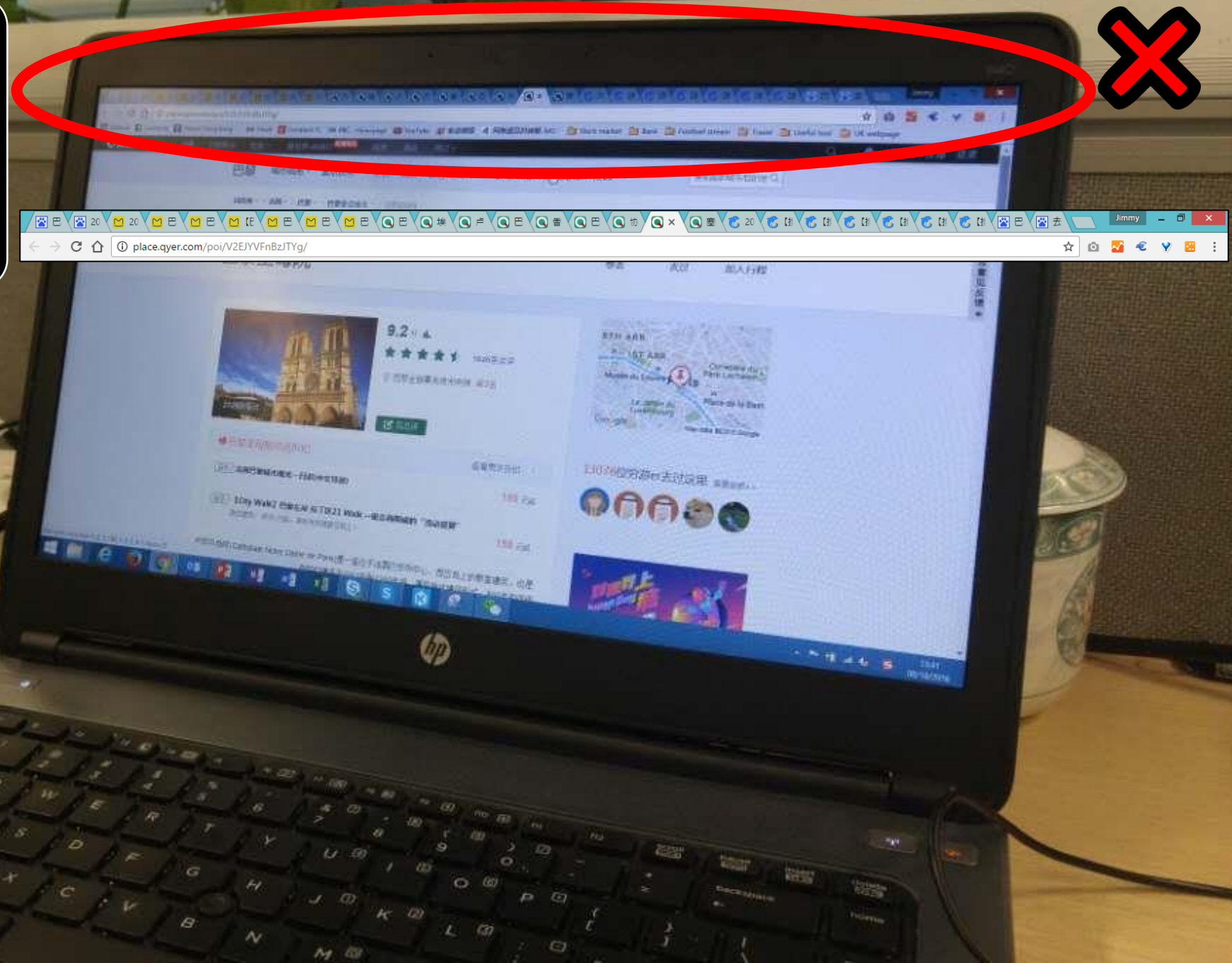
个人密码

会员号码/电子邮件

密码

[忘记密码](#)

- 7. 搜索和预订汽车租赁 Search and book car rental
- 8. 规划行程 Plan my trip
- 9. 搜索和预订其他杂项 (比如门票) Book miscellaneous items (i.e. attraction tickets)
- 10. 网上办理登机 Online check-in



11. 收拾行李
Pack
luggage



12. 前往机场

Travel to
airport



13. 寄存行李

Baggage
drop off



14. 过关与安检

Immigration
and security
check



15. 逛免税店

Shop in duty free shop



16. 登机
Flight
boarding



17. 阅读飞行杂志

Read travel
magazine



18. 到达目的地
Arrive
destination



需要太多步骤才能订票。航空公司没有整合旅客的所有帐户和浏览行为

Too many steps are needed to buy flight tickets.
Airline did not integrate all my accounts and browsing behaviour

订票后，航空公司仿佛和旅客之间再没有什么互动

After buying tickets, there is no longer interaction between the airline and the customer

国内有很多旅客都跟我有相同的经历

PEOPLE IN CHINA HAVE THE SAME EXPERIENCE AS ME

漫长和无聊的等待时间大大降低了旅客的旅行体验

Long and boring waiting times greatly reduce the travel experience

没有时间去免税店里购物

No time to shop in duty free shops

所以..... 怎样可以透过科技与技术给用户提供更好的旅游体验？

SO..... HOW CAN WE GIVE A BETTER TRAVEL EXPERIENCE TO OUR CUSTOMER THROUGH DIGITAL?

A person wearing a plaid shirt and a lanyard is sitting and looking at a smartphone. The background shows other people at a conference or event.

跨渠道整合数据，包括电脑，手机，應用程式及微信等

Integrate data across channels, including web, mobile, app and WeChat

允许微信及其他社交媒体登录

Allow WeChat and other social media login

A close-up photograph of a person's hands. The left hand is positioned over a laptop keyboard, with the index finger resting on a key. The right hand is holding a dark-colored credit card, angled towards the camera. The background is softly blurred, showing the laptop screen and some ambient light. A red rectangular box is overlaid on the upper left portion of the image, containing white text.

容许各种付款方式，包括信用卡，支付宝及微信支付

Various payment method for checkout, including credit card, Alipay and Tenpay

所有交易将会与飞行里数系统链接起来

All transactions will be linked with mileage system

定期自动给旅客推送个性化电子邮件，短信或微信通知

Regularly and automatically send out email, SMS or WeChat push to the customer

亲爱的董坤宏

谢谢您在10月25日订购了我们从上海飞到巴黎的来回机票。你
有兴趣同时订购我们在当地的汽车租赁服务吗？

以下是我们为您推荐.....

祝您旅途愉快，
航空公司团队

推销内容包括

- › 交叉销售 – 航空产品（酒店，汽车租赁）
- › 交叉销售 – 免税产品（香水，手表，手信等）
- › 向上销售 – 升级到商务客舱，优先登机
- › 内容营销 – 天气预报，旅游指南



在旅行开始之前，旅客可以在航空公司的网店上购买免税商品

Online shopping on the duty free product right before the trip starts

可选择各种不同的配送方式，包括登机领取或配送到指定地方

Enable you to choose various delivery method, including on-board delivery or delivery to home

凡在航空公司的网店上购物即可赚取飞行里数

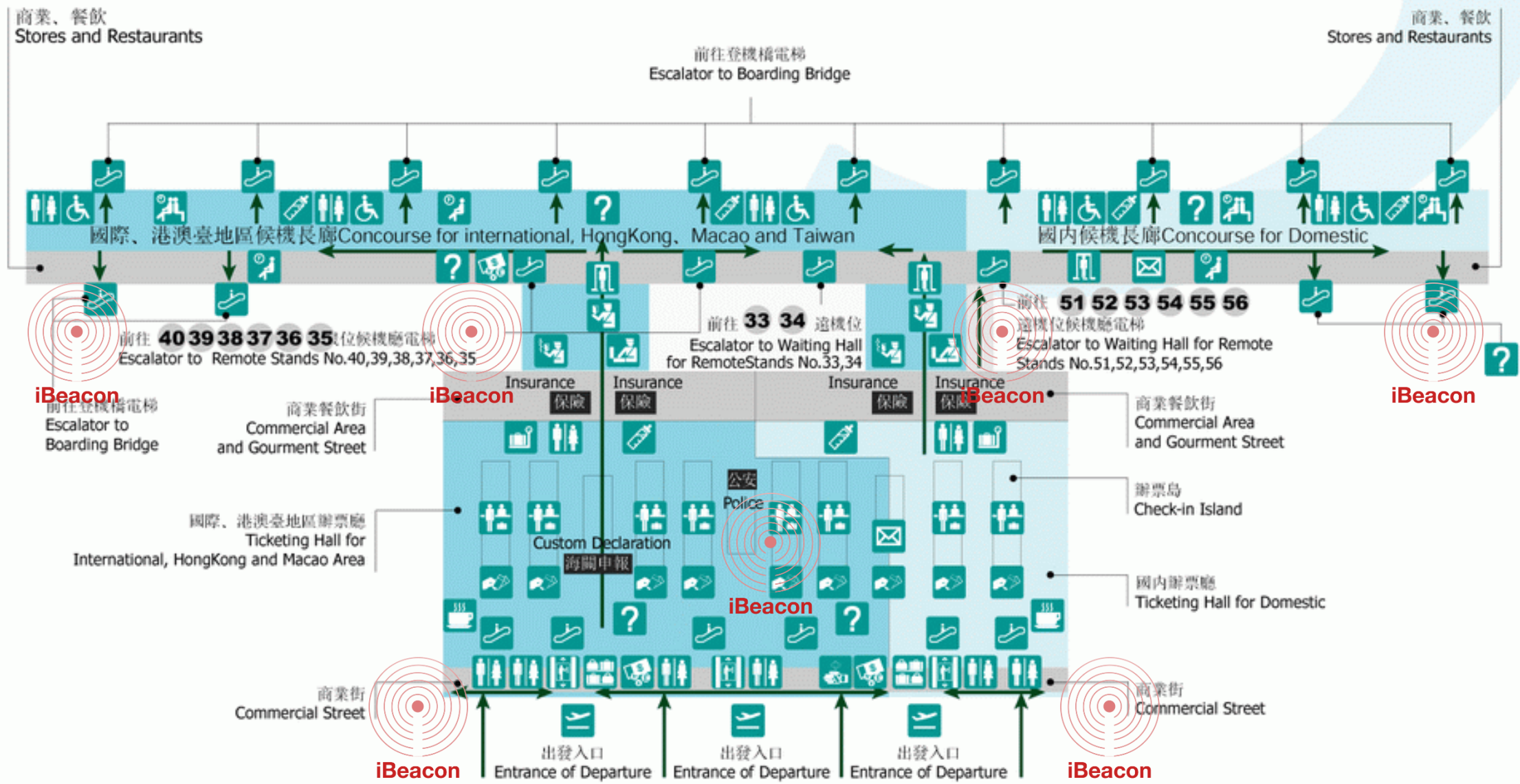
Earn mileage points when purchase on airline online store





因为可以登机领取已订购的
免税商品，出门可以少带一
点行李，轻松上路

Travel with less luggage



基于机场内已经覆盖了iBeacon，旅客可以在任何地方查询商店位置

Because of full iBeacon coverage in the airport, customer can check the store location anywhere

个性化地推送免税商品及促销活动（比如机场优惠）

The recommendation of duty free products will be personalized, special promotion (i.e. further reduction while you are in the airport) may be triggered



iBeacon

FLIGHT	TIME	DESTINATION	DESK	REMARKS
QZ-718	23:30	MELBOURNE	A13-A19	POSTPONED
QZ-714	23:45	SYDNEY	029-023	POSTPONED
QZ-870	00:15	INCHEON	A13-A18	POSTPONED
QZ-882	00:45	OSAKA	A19-A21	POSTPONED
MU-503001	01:05	PUDONG	D13-D15	POSTPONED
KE-600	01:25	INCHEON	D16-D19	POSTPONED
MU-782	01:50	BEIJING	C7-C12	POSTPONED
QZ-502	06:30	SINGAPORE	A2-A11	DELAY BAD WEA
QZ-550	06:30	KUALA LUMPUR	A2-A11	DELAY BAD WEA
QZ-534	06:30	PERTH	A2-A11	DELAY BAD WEA
QZ-502	06:30	SINGAPORE	A2-A11	DELAY BAD WEA
JQ-117	07:30	PERTH	D1-D4	CANCELLED
JQ-117	07:30	PERTH	D1-D4	CANCELLED
QZ-548	09:00	PERTH	A2-A11	DELAY BAD WEA

如需要大排队，旅客可以继续网购免税商品，
并选择登机配送服务

If there is a long queue, customer can continue shopping and
choose delivery on-board while he is waiting



如选择了登机领取服务，旅客的产品会预先放置到他们的座位上

If selected delivery on-board, products will be delivered to the customer's seat before boarding starts

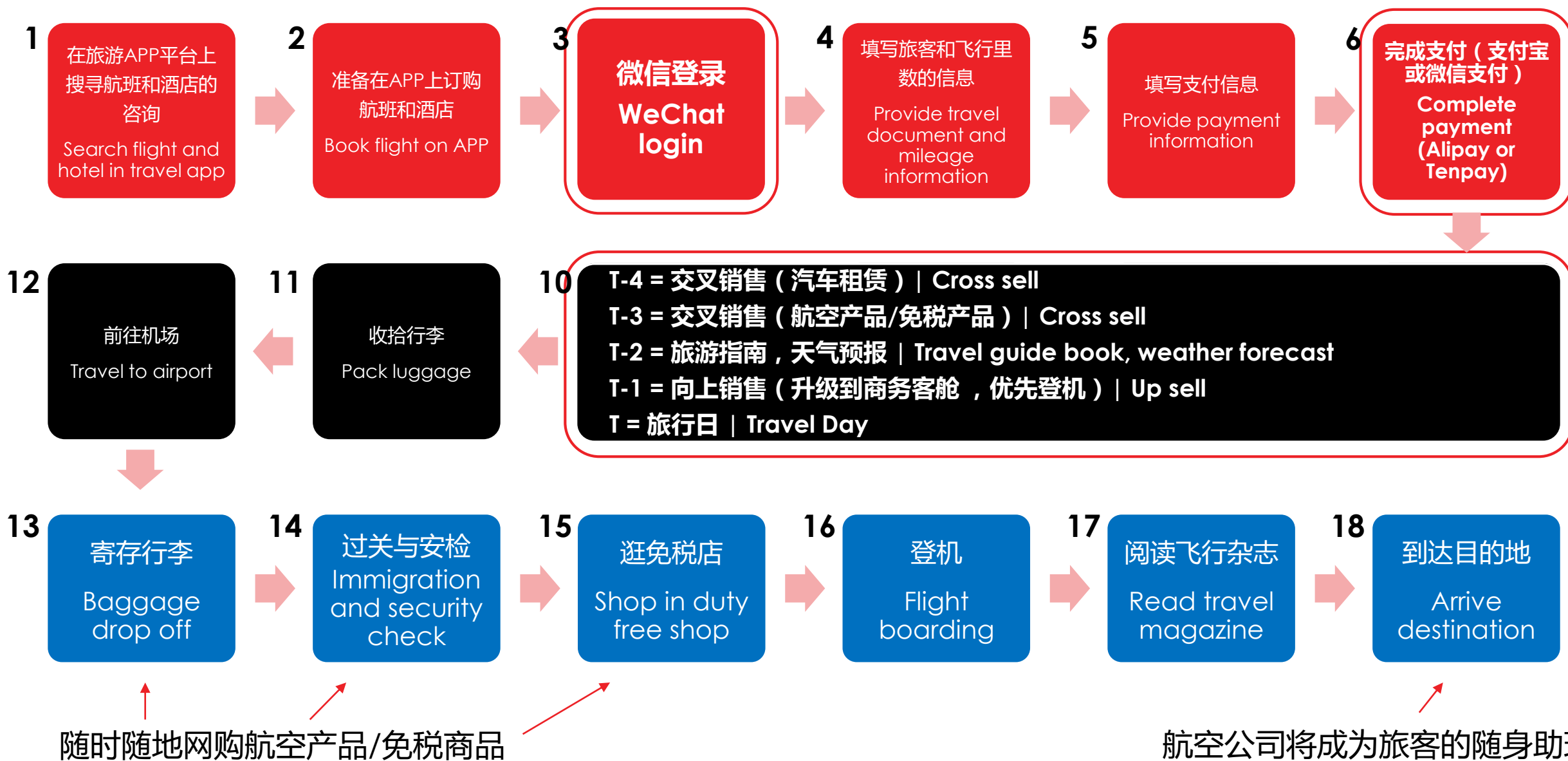


即使旅客到达目的地，基于定位设置的关系，旅客会继续收到航空公司给他们个性化的消息

Even if customer arrives at the destination, they will continue to receive personalized messages from the airline based on the location based setting on their device



新的旅程 NEW TRAVEL JOURNEY



为什么技术对航空业中那么重要？

WHY IT IS IMPORTANT TO USE TECHNOLOGY IN
AVIATION INDUSTRY?

个性化数据 PERSONALIZATION RESEARCH

73%

的消费者表示，他们更喜欢与使用个人信息的零售商做生意，使他们的购物体验更具相关性



Source: Digital Trends

75%

的消费者喜欢品牌收到个性化消息和优惠



Source: Janrain

40%

的消费者认为个性化信息是决定是否阅读电子邮件的最大因素



Source: Braffton



14%

使用个性化电子邮件能提高14%点击率

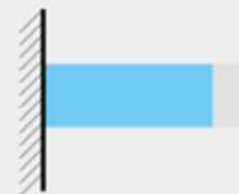
10%

使用个性化电子邮件提高10%转换率

Source: Aberdeen Group

90%

的消费者认为自定义内容对他们有用



Source: Janrain

78%

的消费者认为提供自定义内容的公司是有兴趣与他们建立良好的关系



Source: Chief Marketing Officer Council

60%

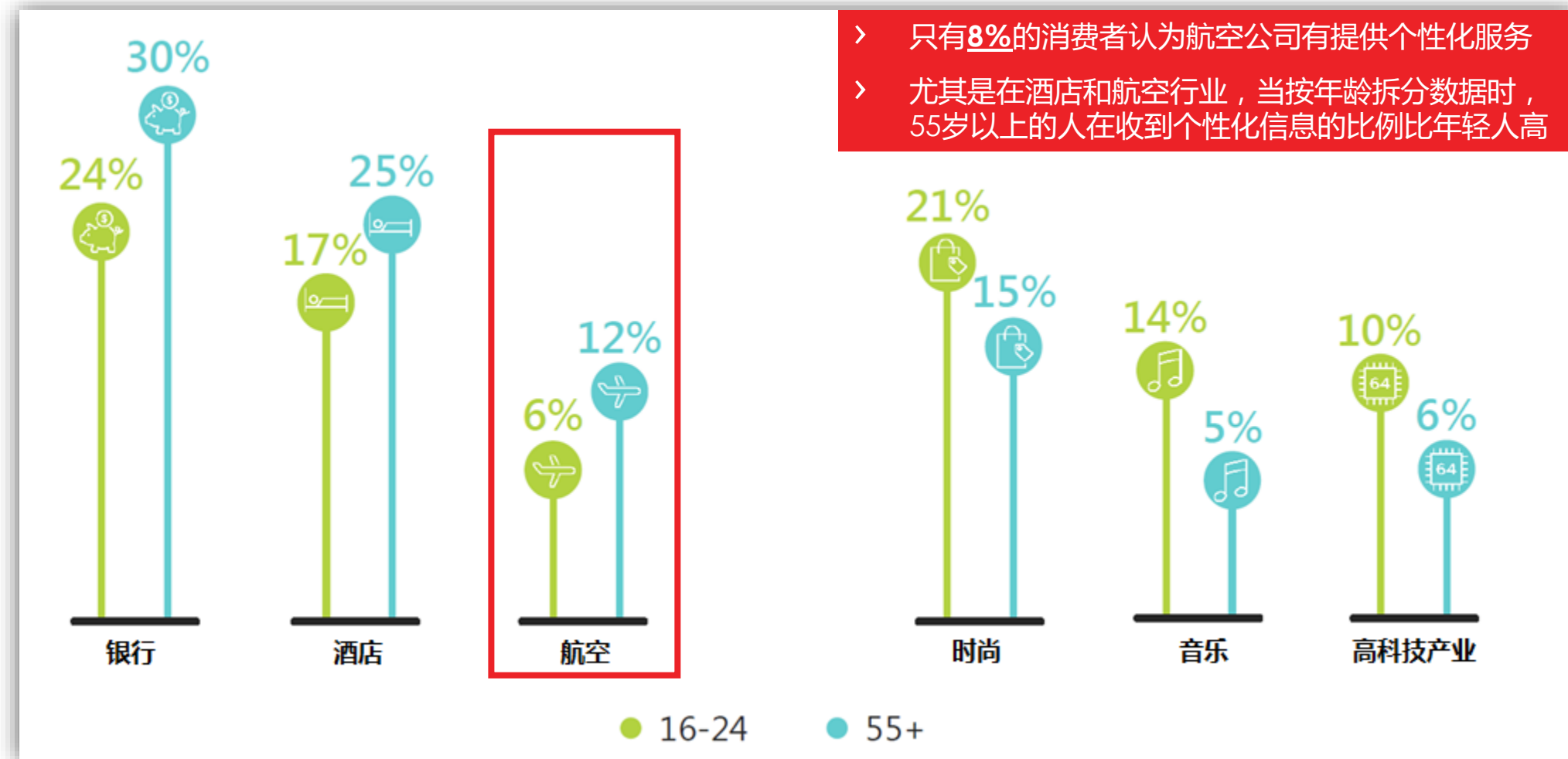
的买家在阅读个性化产品内容之后会继续寻找及了解产品



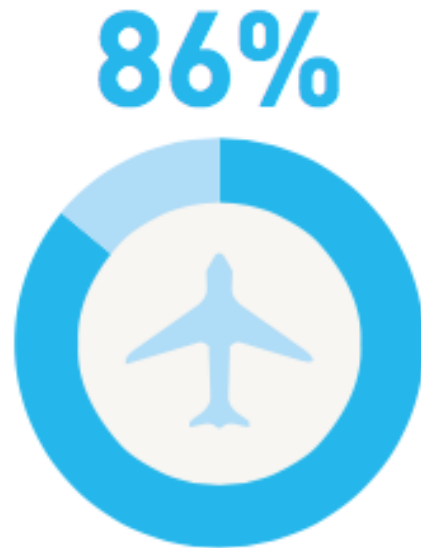
Source: Demand Metric

个性化在航空业

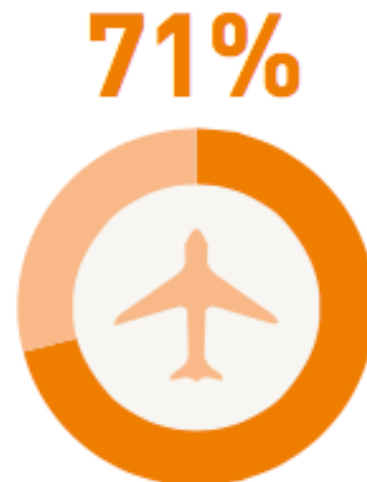
PERSONALIZATION DATA IN AVIATION INDUSTRY



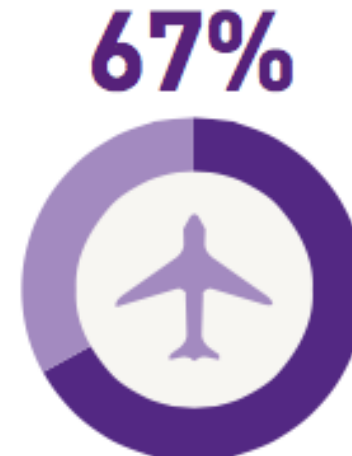
航空公司正准备物联网 AIRLINES ARE EMBRACING IOT



物联网将在未来3年将
为行业带来明确的好处



公司对物联网的概
念是了解的

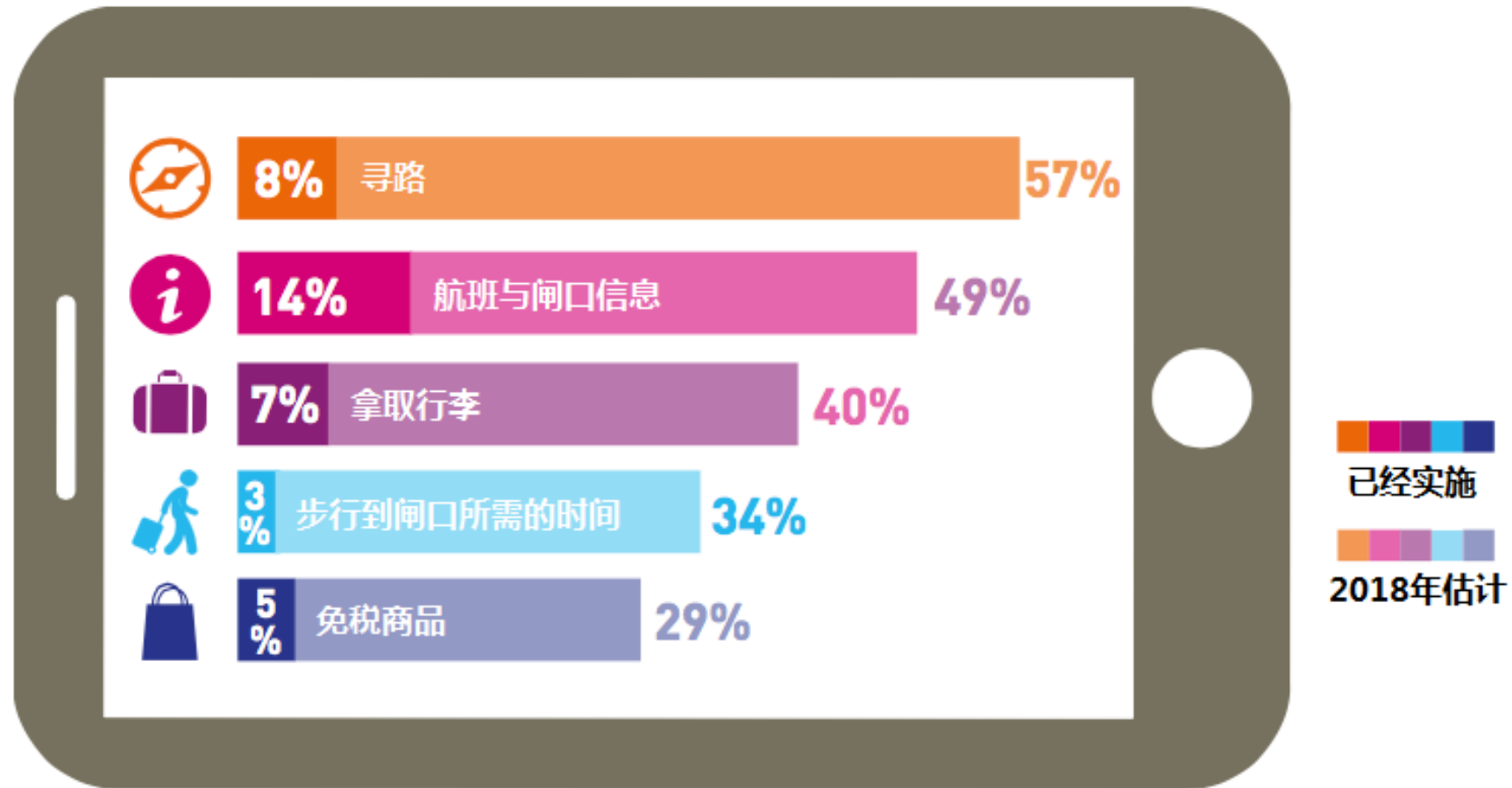


物联网在今天已
经可以提供明确
的好处



公司对物联网有预
留足够的预算

物联网的应用 IOT APPLICATION



航空公司计划利用iBeacon技术来增强现有的应用程序

技术变革已经发生，快速应对是致胜的关键

**TECHNOLOGICAL CHANGE HAS ALREADY TAKEN PLACE,
RAPID RESPONSE IS THE KEY TO SUCCESS**

我们已经成功为布鲁塞尔航空和SKYSHOP实现数字化转型

**THIS HAS BEEN DONE BEFORE: BRUSSELS AIRLINE AND
SKYSHOP!**



Time for good buys

In partnership with brussels airlines

”

CHOCOLATES

<参考案例 - Skyshop>

免税商品，航空飞行里数整合 和个性化推广

Duty free, Miles & More integration and
personalization

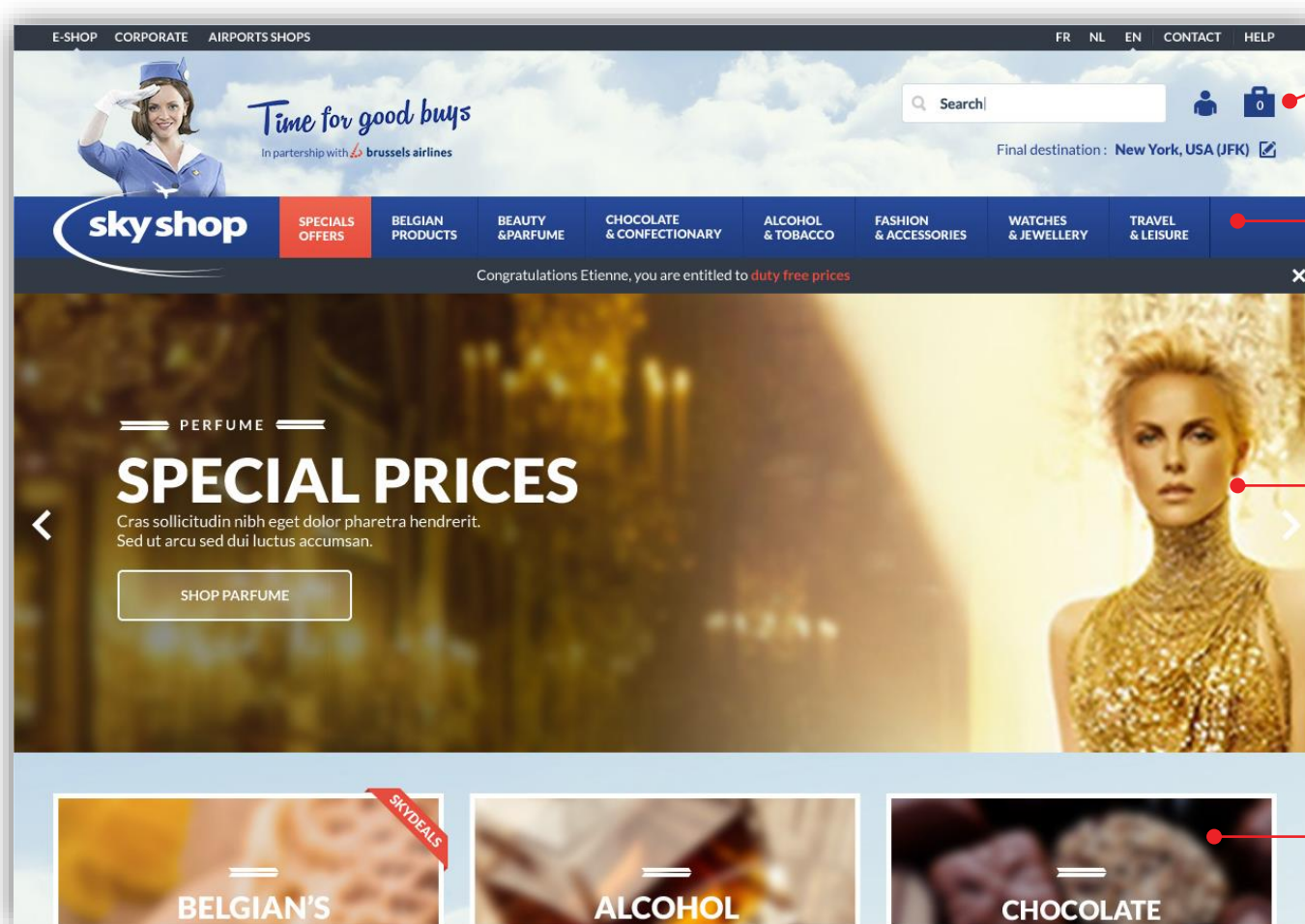


项目介绍 INTRODUCTION

- › 为布鲁塞尔航空和提供的免税商城服务
- › 高级品牌：
 - › 香水：香奈儿，迪奥，兰花，...
 - › 时尚：HUGO BOSS，杰尼亚，...
 - › 皮革：蔻驰，迈克高仕，Delvaux，...
 - › 手表：万国表，百年灵，爱马仕，...
 - › 太阳镜：雷朋，盖尔斯，Tom Ford，...
 - › 比利时巧克力：Neuhaus，Godiva，CornéPort-Royal，
- › 每年销售：
 - › 800 000公斤巧克力
 - › 670 000升酒精
 - › 625 000瓶香水



主页 HOMEPAGE



搜索，个人中心和购物车
Search, Profile and Cart

产品类别
Product categories


主广告
Carousel banner

推广分类
Promotional Components

类目页 PRODUCT CATEGORY PAGE

sky shop | SPECIALS OFFERS | BELGIAN PRODUCTS | BEAUTY & PARFUME | CHOCOLATE & CONFECTIONARY | ALCOHOL & TOBACCO | FASHION & ACCESSORIES | WATCHES & JEWELLERY | TRAVEL & LEISURE

Congratulations Etienne, you are entitled to **duty free prices**






GUERLAIN MAGIC CHRISTMAS

Cras sollicitudin nibh eget dolor pharetra hendrerit. Sed ut arcu sed dui luctus accumsan.

SHOP NOW

WOMEN PERFUMES

 <p>CALVIN KLEIN RED EDITION Lorem ipsum dolor sit amet, consectetur adipiscing elit. 100ml</p> <p>50 € / L EUR 53.87 EUR 42.99</p>	 <p>CALVIN KLEIN RED EDITION Lorem ipsum dolor sit amet, consectetur adipiscing elit. 100ml</p> <p>50 € / L EUR 42.99</p>	 <p>CALVIN KLEIN RED EDITION Lorem ipsum dolor sit amet, consectetur adipiscing elit. 100ml</p> <p>50 € / L EUR 53.87 EUR 42.99</p>
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HOME > BEAUTY > WOMEN > PERFUMES

250 PRODUCTS

FILTER BY

SPECIALS
New
Bestseller
Promo
Belgium products
Travel exclusive

TYPES
Fragrances
Dodorants
Bath & Body
Travel sets







BRANDS
Chl
Chanel
Chloe
Chopard
Chris Adams
Christian Dior
Jimmy Choo

PRICE
From 45 € To 110 €
APPLY THIS RANGE

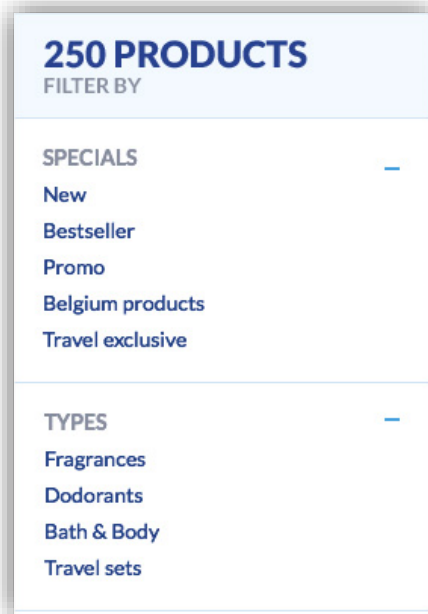
COLOURS
Red
Purple
Blue
Green

PERFUMES FOR WOMEN

Sort by

 <p>NEW</p> <p>CALVIN KLEIN RED EDITION Lorem ipsum dolor sit amet, consectetur adipiscing elit. 100ml</p> <p>50 € / L 53.87 € 42.99 €</p>	 <p>NEW</p> <p>CALVIN KLEIN RED EDITION Lorem ipsum dolor sit amet, consectetur adipiscing elit. 100ml</p> <p>50 € / L 53.87 € 42.99 €</p>	 <p>NEW</p> <p>CALVIN KLEIN RED EDITION Lorem ipsum dolor sit amet, consectetur adipiscing elit. 100ml</p> <p>50 € / L 53.87 € 42.99 €</p>
 <p>NEW</p> <p>CALVIN KLEIN RED EDITION Lorem ipsum dolor sit amet, consectetur adipiscing elit. 100ml</p> <p>50 € / L 53.87 € 42.99 €</p>	 <p>NEW</p> <p>CALVIN KLEIN RED EDITION Lorem ipsum dolor sit amet, consectetur adipiscing elit. 100ml</p> <p>50 € / L 53.87 € 42.99 €</p>	 <p>NEW</p> <p>CALVIN KLEIN RED EDITION Lorem ipsum dolor sit amet, consectetur adipiscing elit. 100ml</p> <p>50 € / L 53.87 € 42.99 €</p>

分面搜索 FACETS AND SEARCH



250 PRODUCTS
FILTER BY

SPECIALS —
New
Bestseller
Promo
Belgium products
Travel exclusive

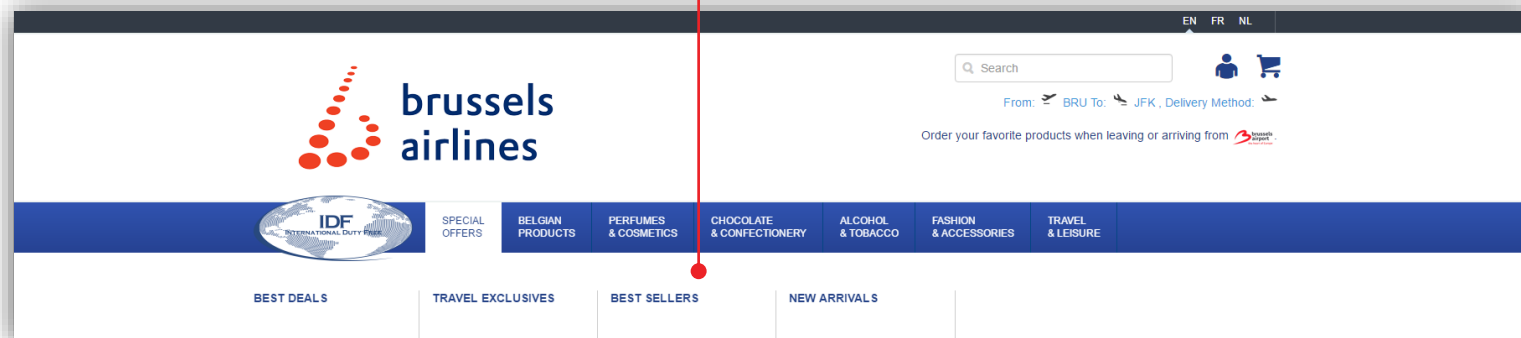
TYPES —
Fragrances
Dodorants
Bath & Body
Travel sets

输入关键词并进行智能分面搜索
Type to filter facet values
Intelligent search completion

价格范围搜索
Search on price range

下拉菜单
Pull down menu


选择类型再作分面搜索
Filter on different facet types



EN FR NL

Search

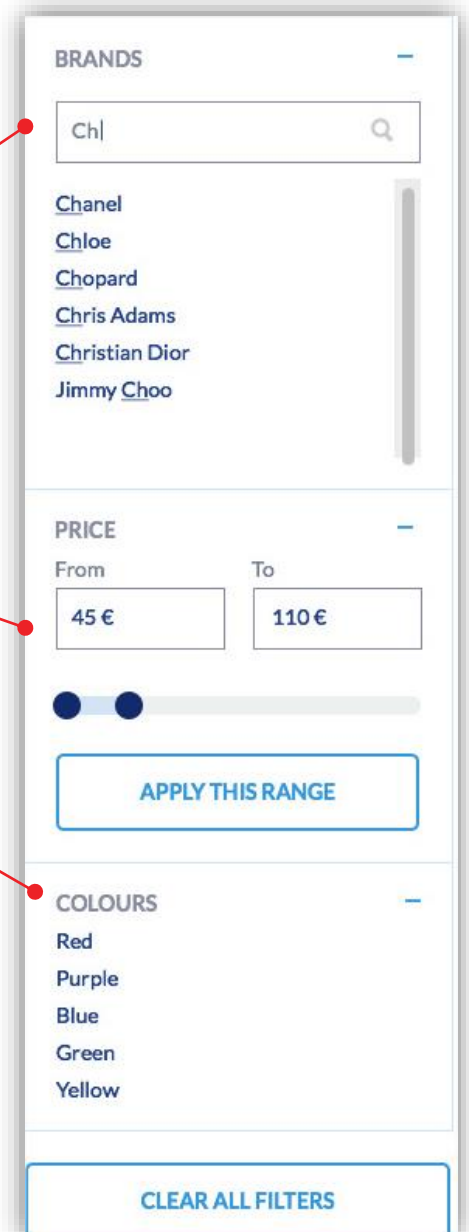
From: BRU To: JFK, Delivery Method:

Order your favorite products when leaving or arriving from 

IDF INTERNATIONAL DUTY FREE

SPECIAL OFFERS BELGIAN PRODUCTS PERFUMES & COSMETICS CHOCOLATE & CONFECTIONERY ALCOHOL & TOBACCO FASHION & ACCESSORIES TRAVEL & LEISURE

BEST DEALS TRAVEL EXCLUSIVES BEST SELLERS NEW ARRIVALS



BRANDS —

Chl

Chanel
Chloe
Chopard
Chris Adams
Christian Dior
Jimmy Choo

PRICE —

From To

45 € 110 €

APPLY THIS RANGE


COLOURS —

Red
Purple
Blue
Green
Yellow

CLEAR ALL FILTERS

产品页 PRODUCT PAGE

HOME > FASHION > WOMEN > PERFUMES > VERY VERY LONG PRODUCT NAME (FOR EXAMPLE)




NEW

CALVIN KLEIN RED EDITION

CKOne Red Her EDT 100ml

~~53.87 €~~
42.99 €
50 € / L

 Price in town 89.99 €


50 ML ~~53.87 € (60 € / L)~~
42.99 € (50 € / L)

— 1 + **ADD TO CART**

Please select a size, color, quantity.


ck one red edition for her is an addictive, fruity floral that is uniquely fresh yet daring and intense. A bold, vibrant, new expression of freshness. Juicy watermelon and invigorating florals fuse together with sensual patchouli and intimate skin musk creating a powerful trail of undeniable magnetism and seduction. The balance of sexy freshness and powerful magnetism.

[show more](#)

Miles & More  43 miles

Suspendisse potenti. Maecenas viverra rhoncus orci. In vestibulum elit eu risus vestibulum, quis condimentum ex suscipit. Proin finibus ex nisi, nec ornare nulla rutrum ac.

YOU MIGHT ALSO LIKE



动态价格 (含税、免税、布鲁塞尔机场/沙勒罗瓦机场)

Pricing based on profile (duty incl. / free, Brussels / Charleroi)

种类价格

Variant pricing

里程数据集成

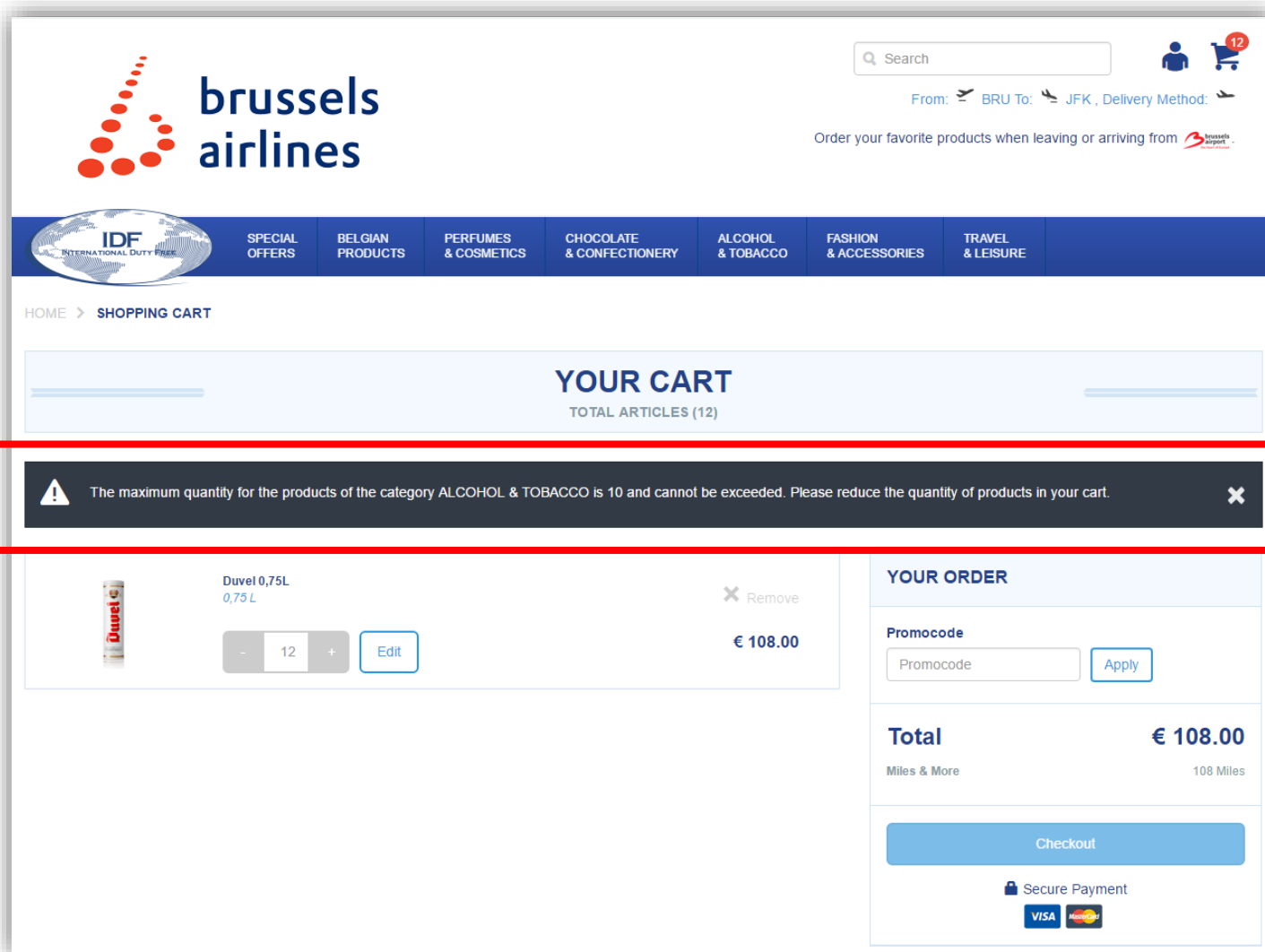
Miles & More data integration

猜测你喜欢的产品

Products you might also like

可购买烟草和酒精的最大值指示

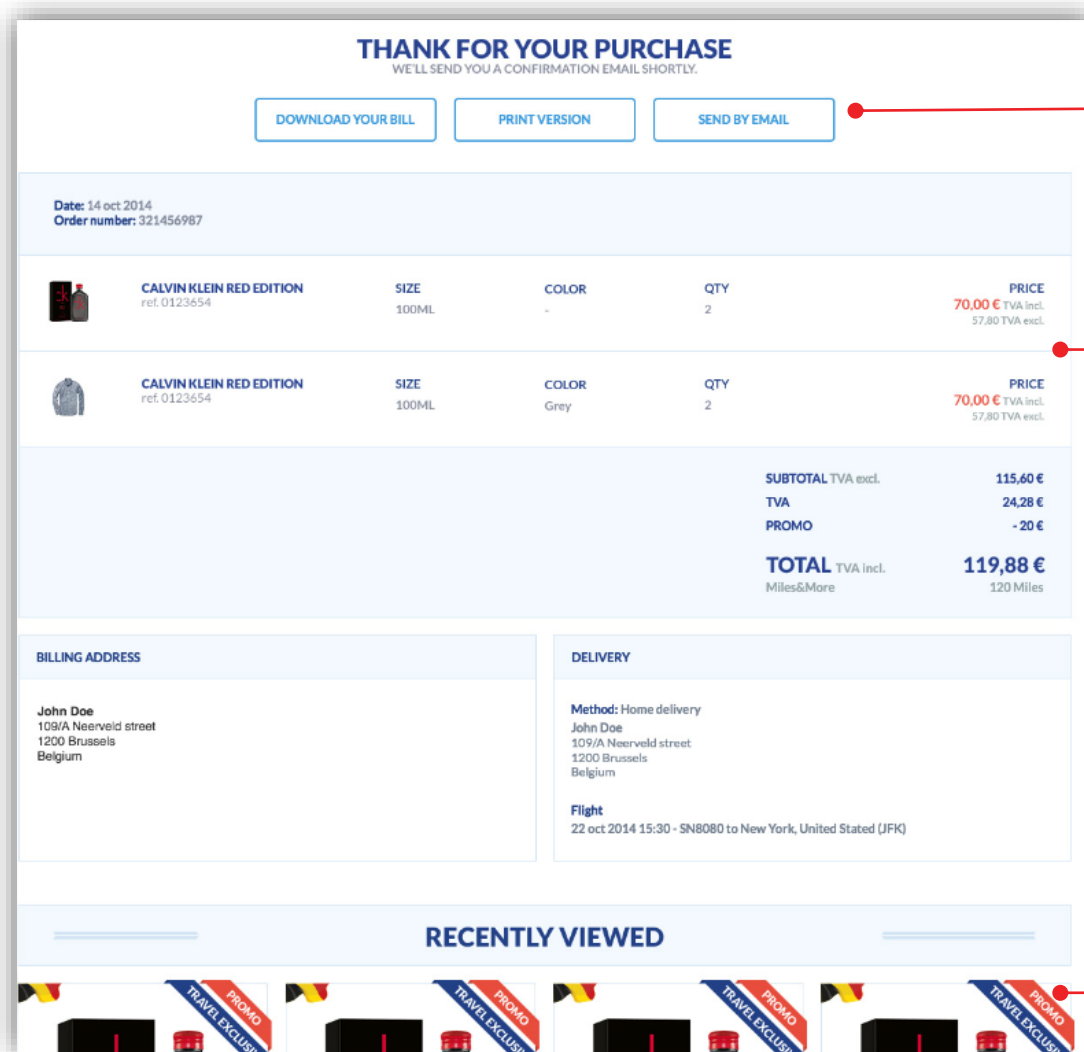
INDICATION ON MAXIMA OF TOBACCO AND ALCOHOL



The screenshot displays the Brussels Airlines website's shopping cart interface. At the top, the Brussels Airlines logo is visible on the left, and a search bar, user profile icon, and shopping cart icon (with a '12' badge) are on the right. Below the logo, a navigation bar lists categories: SPECIAL OFFERS, BELGIAN PRODUCTS, PERFUMES & COSMETICS, CHOCOLATE & CONFECTIONERY, ALCOHOL & TOBACCO, FASHION & ACCESSORIES, and TRAVEL & LEISURE. The main heading reads 'HOME > SHOPPING CART' and 'YOUR CART TOTAL ARTICLES (12)'. A prominent warning message is highlighted with a red box: 'The maximum quantity for the products of the category ALCOHOL & TOBACCO is 10 and cannot be exceeded. Please reduce the quantity of products in your cart.' Below the warning, a product 'Duvel 0,75L' is shown with a quantity of 12 and a price of € 108.00. The 'YOUR ORDER' summary on the right shows a total of € 108.00 and 108 Miles, with a 'Checkout' button and 'Secure Payment' options (VISA and Mastercard logos).

酒精和烟草类别之可购买最大产品数量为10。请减少购物车中的产品数量。
The maximum quantity for the products of the category ALCOHOL & TOBACCO IS 10 and cannot be exceeded. Please reduce the quantity of products in your cart



确认页 CONFIRMATION PAGE



THANK FOR YOUR PURCHASE
WE'LL SEND YOU A CONFIRMATION EMAIL SHORTLY.

[DOWNLOAD YOUR BILL](#) [PRINT VERSION](#) [SEND BY EMAIL](#)

Date: 14 oct.2014
Order number: 321456987

	SIZE	COLOR	QTY	PRICE
 CALVIN KLEIN RED EDITION ref.0123654	100ML	-	2	70,00 € TVA incl. 57,80 TVA excl.
 CALVIN KLEIN RED EDITION ref.0123654	100ML	Grey	2	70,00 € TVA incl. 57,80 TVA excl.

SUBTOTAL TVA excl.	115,60 €
TVA	24,28 €
PROMO	-20 €
TOTAL TVA incl.	119,88 €
Miles&More	120 Miles

BILLING ADDRESS
John Doe
109/A Neerveld street
1200 Brussels
Belgium

DELIVERY
Method: Home delivery
John Doe
109/A Neerveld street
1200 Brussels
Belgium

Flight
22 oct 2014 15:30 - SN8080 to New York, United States (JFK)

RECENTLY VIEWED

Related products (upsell or cross-sell)

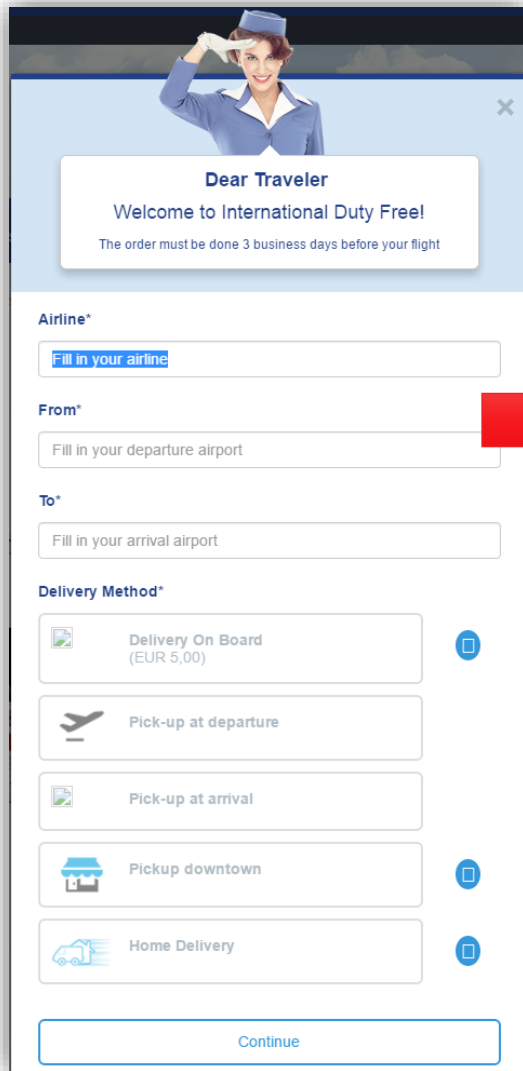
打印，存为PDF格式，透过电子电子邮件发送
Print, PDF or email

已购买产品的概述
Confirmation overview

相关产品（向上销售或交叉销售）
Related products (upsell or cross-sell)

送货选择 (送货费、含税/免税)

DELIVERY OPTIONS (DELIVERY FEE AND DUTY PAID/FREE)



Dear Traveler
Welcome to International Duty Free!
The order must be done 3 business days before your flight

Airline*
Fill in your airline

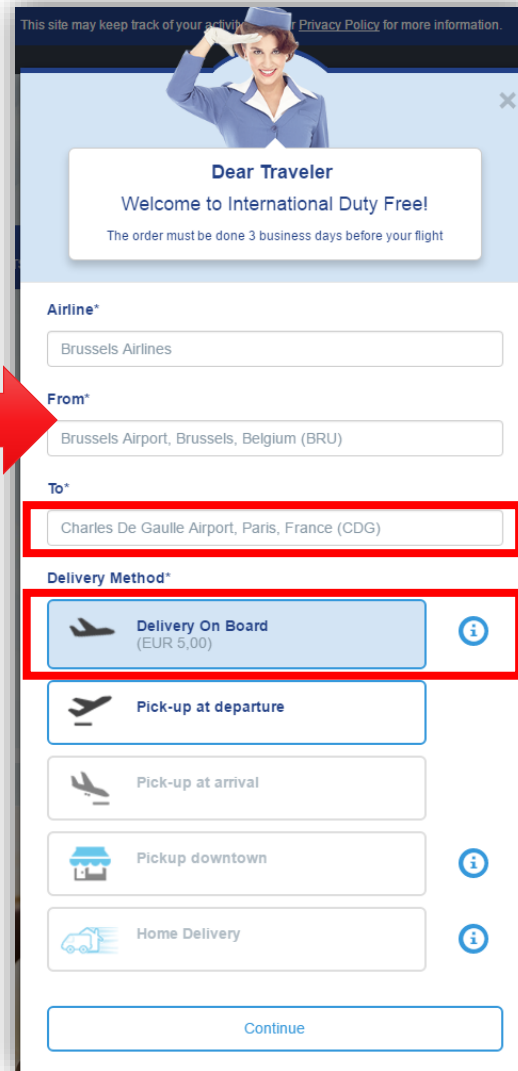
From*
Fill in your departure airport

To*
Fill in your arrival airport

Delivery Method*

- Delivery On Board (EUR 5,00)
- Pick-up at departure
- Pick-up at arrival
- Pickup downtown
- Home Delivery

Continue



This site may keep track of your activity. For [Privacy Policy](#) for more information.

Dear Traveler
Welcome to International Duty Free!
The order must be done 3 business days before your flight

Airline*
Brussels Airlines

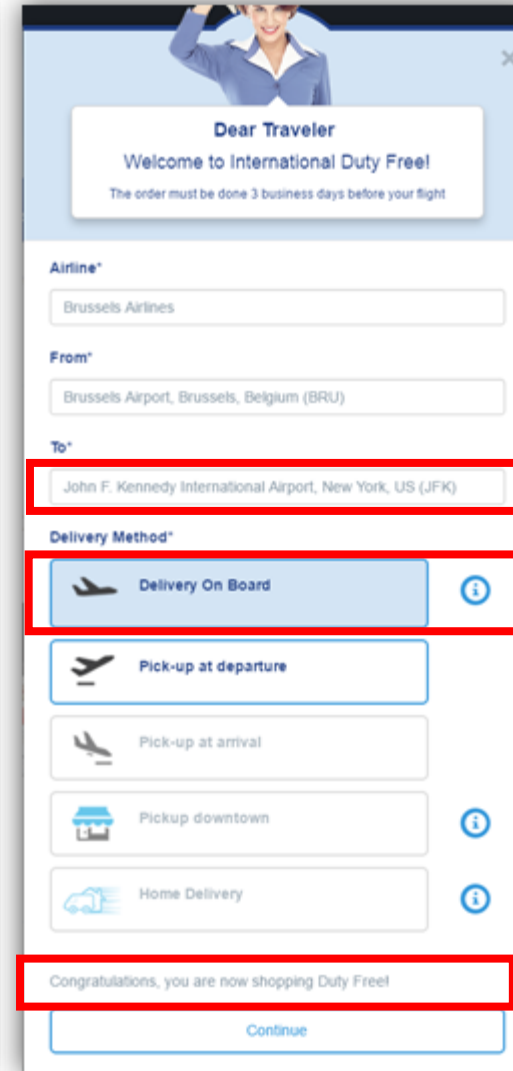
From*
Brussels Airport, Brussels, Belgium (BRU)

To*
Charles De Gaulle Airport, Paris, France (CDG)

Delivery Method*

- Delivery On Board (EUR 5,00)
- Pick-up at departure
- Pick-up at arrival
- Pickup downtown
- Home Delivery

Continue



Dear Traveler
Welcome to International Duty Free!
The order must be done 3 business days before your flight

Airline*
Brussels Airlines

From*
Brussels Airport, Brussels, Belgium (BRU)

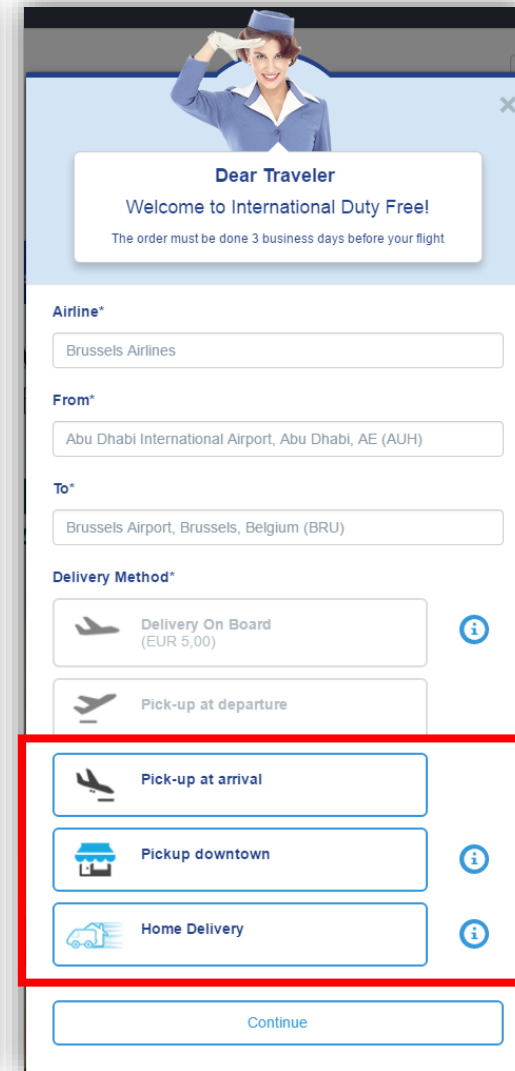
To*
John F. Kennedy International Airport, New York, US (JFK)

Delivery Method*

- Delivery On Board
- Pick-up at departure
- Pick-up at arrival
- Pickup downtown
- Home Delivery

Congratulations, you are now shopping Duty Free!

Continue



Dear Traveler
Welcome to International Duty Free!
The order must be done 3 business days before your flight

Airline*
Brussels Airlines

From*
Brussels Airport, Brussels, Belgium (BRU)

To*
Abu Dhabi International Airport, Abu Dhabi, AE (AUH)

Delivery Method*

- Delivery On Board (EUR 5,00)
- Pick-up at departure
- Pick-up at arrival
- Pickup downtown
- Home Delivery

Continue

一、技术解决方案 TECHNICAL SOLUTION

- › Sitecore 8.0 + Sitecore Commerce
- › 产品/类别
- › 定价
- › 库存
- › 虚拟目录设置（含税，免税，布鲁塞尔机场/沙勒罗瓦机场）
- › 使用Sitecore Commerce来做推广（折扣，买x送y，优惠券）



这就是科技，这就是德莱维与SITECORE共同合作的技术

THIS IS TECHNOLOGY, THIS IS DELAWARE WITH SITECORE

你准备好了吗？

ARE YOU READY?



**扫描二维码申请后续
DEMO**

**SCAN QR CODE TO APPLY
FOR DEMO**



THINK YOU!

董坤宏

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+86 186 2166 1882