PAXEX360

PASSENGER XPERIENCE WORKSHOP

A customized workshop, conducted on site at the client’s offices, for key decisionmakers in marketing, product, service, innovation and digital strategy.

Based on workshops for large network airlines in Europe, South America and SE Asia.
WHY TAKE A 360° VIEW OF PASSENGER EXPERIENCE?

FIERCE COMPETITION

RAPID EVOLUTION OF TECHNOLOGY

SHORTER PRODUCT LIFE CYCLES
PASSENGER EXPERIENCE: Many components, planned and implemented by different departments at different times, and with many external partners.
WHERE DO YOU STAND?

WHERE SHOULD YOU BE HEADING?
THE WORKSHOP IS:
- Customized to your needs
- Held at your office

TWO PRIMARY COMPONENTS

In-depth presentation of airline trends & In-depth interactive discussion

Who is doing what, when and why?
The workshop familiarizes airline management with industry trends throughout the world in every phase of the customer journey, from technology to marketing, and from design to service delivery.

Where do we go from here?
Key representatives from your company explore customer experience development in the context of the trends, identifying target areas for future action. Potential topics of discussion include brand strategy and positioning, product development and implementation, design, marketing communications and internal organization.
COVERING THE ENTIRE CUSTOMER JOURNEY
OR
A SINGLE AREA:
• DIGITAL EXPERIENCE
• CABIN
• AIRPORT

WE HELP PRIORITIZE AND OPTIMIZE YOUR INVESTMENT IN THE PASSENGER EXPERIENCE
THE HIGH VALUE OF A PAXEX360 WORKSHOP

Maximize limited time and human resources

Very quickly understand both the big picture and the small details

Focused on your goals and situation, so an effective platform for identifying key strategic objectives and priorities

WHO SHOULD ATTEND?

Executive level management

Division managers from marketing, product development/innovation and inflight service
HOW IS A SESSION PLANNED?

**DISCUSSION ABOUT YOUR NEEDS**
We have an exploratory chat with you to discuss the background, needs and goals, by phone, email and/or face to face.

**CREATION OF CONTENT MODULES**
Module content is planned around your needs, with revisions as necessary. And we help you identify the relevant participants.

**WORKSHOP**
We conduct the workshop at a location arranged by you. It includes a trends presentation plus discussion and ideation, based on industry best practices.

**REPORT**
We provide a PDF report of the presentation with conclusions and recommendations based on the workshop discussion.

WHAT HAPPENS AFTER?
Depending on your needs, we can provide a wide range of follow-up services, from additional workshops to actual development of concepts for product and service, and for a digital strategy to tie it all together.
ABOUT US

Raymond Kollau
airlinetrends.com

An expert in airline trend research, Raymond Kollau brings many years of experience analyzing industry and consumer trends, and is also an analyst at leading consumer trends agency trendwatching.com.

Daniel Baron
LIFT Strategic Design

Founder and CEO of LIFT, Daniel Baron brings ten years of expertise in brand strategy and design, cabin design and customer experience development for start-up, LCC and full-service airlines.

A WIDE RANGE OF CLIENTS THROUGHOUT THE WORLD
NEXT STEP...

Contact us to plan your workshop.

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Learn about us online:
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