

Value Creation At Alliance Level

A SKYTEAM PERSPECTIVE

Beijing, 26 June 2017

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SkyTeam

20 member airlines



Facts & Figures

SkyTeam by the numbers

	Destinations	1062
	Countries	177
	Daily Departures	17,343
	Number of Lounges	672
	Annual Passengers	665.4 million
	FFP members	200 million
	Interline passengers Transfer passengers	26 million 8.5 million



AEROFLOT

Aerolíneas Argentinas

AEROMEXICO

AirEuropa

AIRFRANCE

Alitalia

CHINA AIRLINES

CHINA EASTERN

CHINA SOUTHERN

CZECH AIRLINES

DELTA

Garuda Indonesia

Kenya Airways

KLM

KOREAN AIR

MEA

SAUDIA

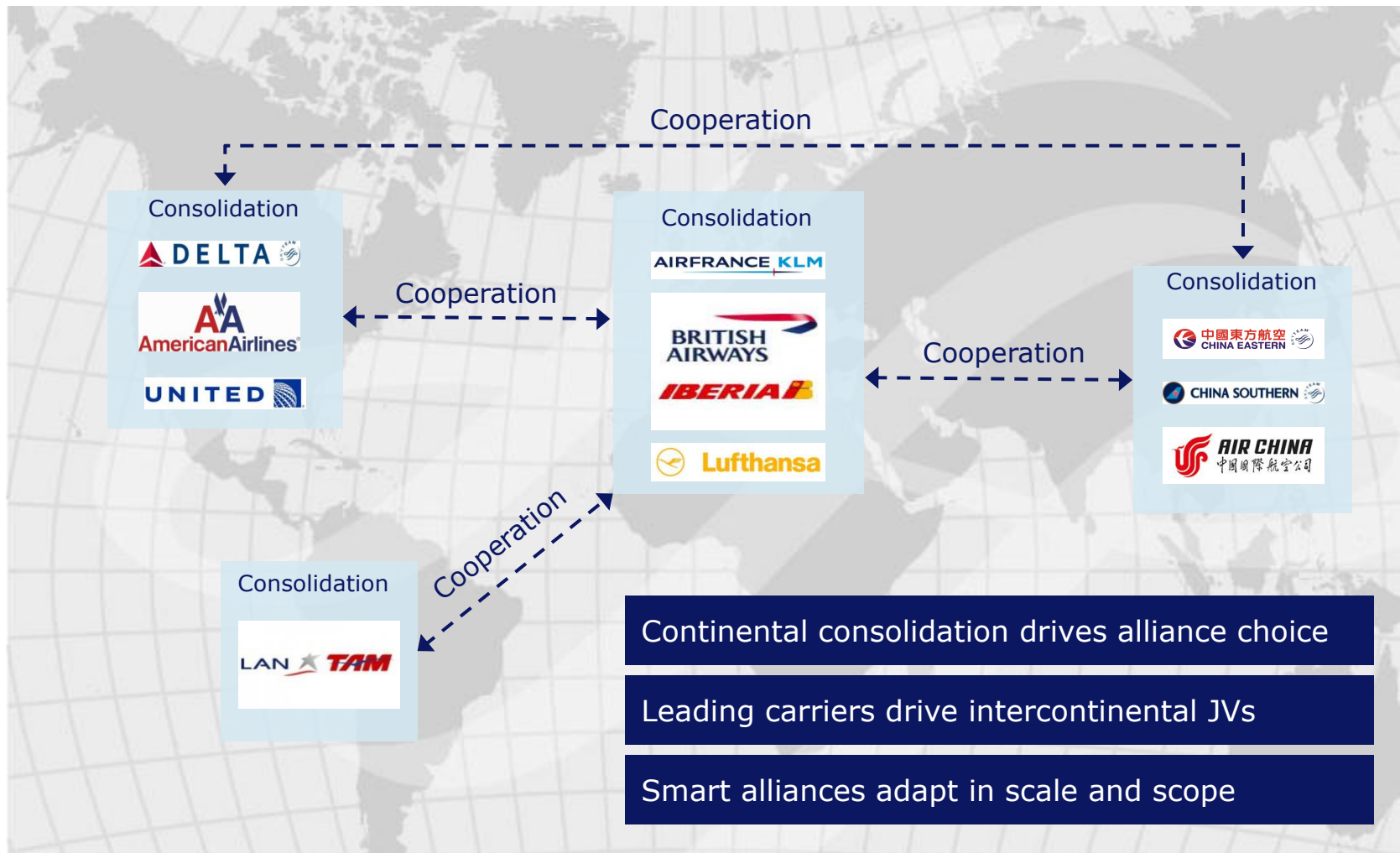
TAROM

Vietnam Airlines

XIAMENAIR

Alliances continue to add value

Enabling cooperation where regulatory constraints restrict consolidation



Consolidation
within the continent

+

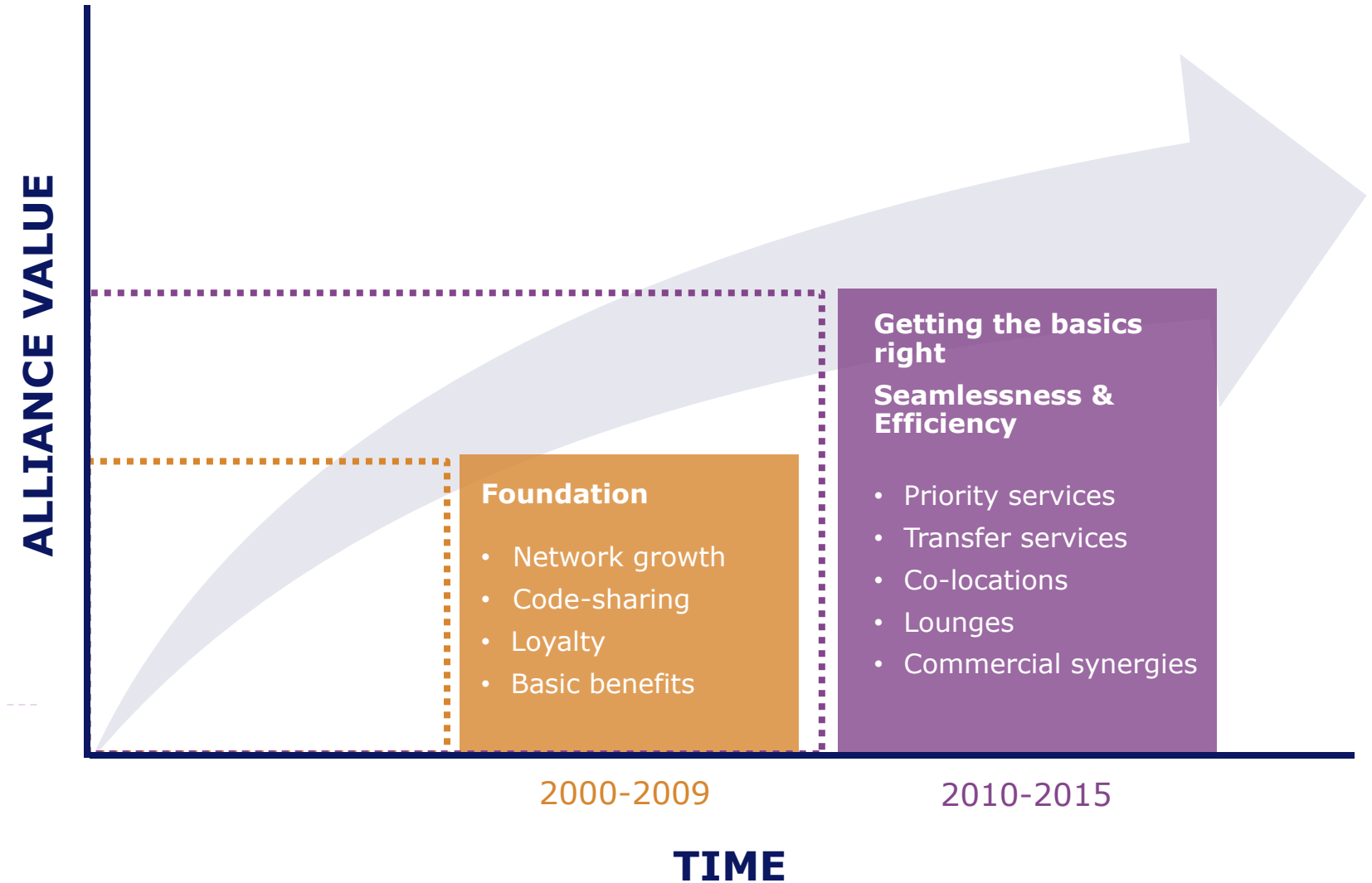
Cooperation
between continents

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SkyTeam evolving

From network expansion to seamlessness



Our NPS – Net Promoter Score

Pursuing a customer-centric approach



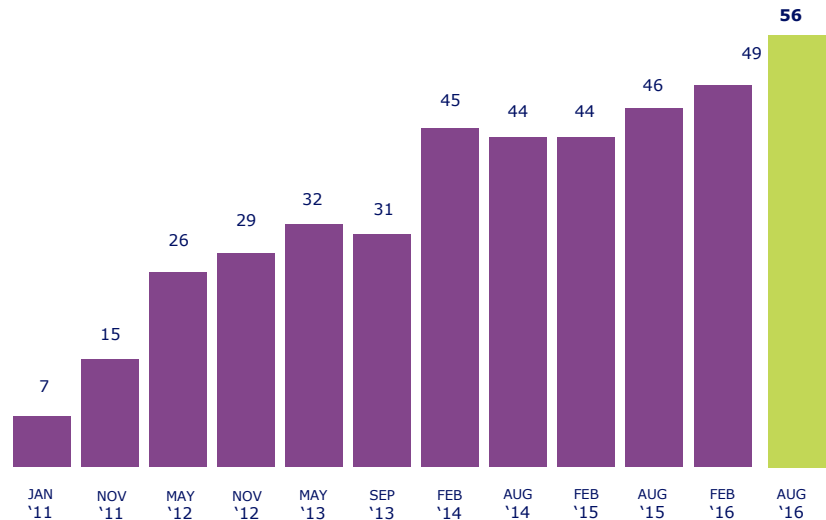
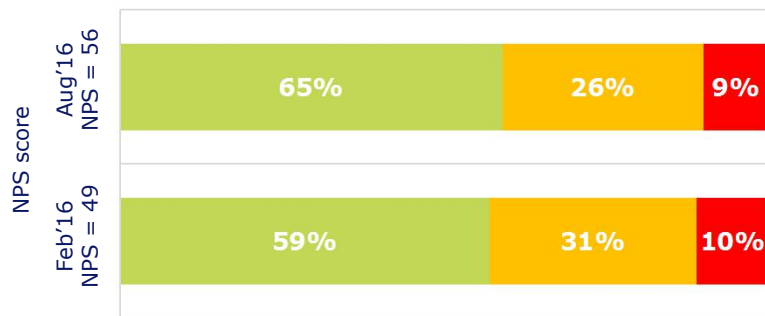
Steady growth reflecting member investments, confirming customer appreciation

- Positive growth in NPS due to rise in promoter levels
- NPS increased to 56 (+7) based on a +6 increase on promoters (to 65%)
- High increase among HVCs (+7)



NPS EVOLUTION

■ Promoters ■ Neutrals ■ Defractors



Focus areas 2017–19

Our priorities for the next three years



Guide airport processes and infrastructure to a global standard, especially in hubs; increase revenues



Leverage our technology platform to enable efficient and evolving cooperation; provide digital solutions for a seamless customer experience



Create operational efficiencies for members, and deliver an improved airport experience that is consistent, seamless and recognizable for customers

Leveraging personalization and technology to develop products and services focused on customer convenience and recognition



Facilitate codeshare and interline cooperation among members, extending alliance reach

Leverage SkyTeam services to build customer preference and enhance revenues



Enabling intra- alliance commercial synergies and opportunities to increase passenger and cargo revenues

SkyPriority

A red carpet treatment for HVCs



High Value Customers recognized globally

One consistent standard of branded Priority Services

Worldwide reach, 20 airlines, eight touch-points



Faster

Seamless

Consistent

Worldwide

Eight benefits offered in over 1,000 airports globally



Priority check-in



Priority baggage drop-off



Priority at immigration



Priority at security lines



Priority service at ATOs



Priority service at transfer desks



Priority boarding



Priority baggage handling

Customer Audit App – Capture pax feedback & improve quality assurance



First alliance to introduce an exclusive priority lane. Most comprehensive offering to date.

Loyalty at SkyTeam

Seamless Accruals and Redemptions, Customer Recognition





UPPING THE ANTE IN TRANSFERS



Connecting 26M customers seamlessly across the global SkyTeam network

Ensuring customers have a smooth and efficient Transfer experience

Execution of this program **differentiates SkyTeam** from other alliances

- Connection Control Units
- Transfer Service Desks
- SkyTeam Hospitality
- Selective Loading
- Interline Through Check-In
- Hub Dashboards

Coming up in 2017 – SkyTeam Rebooking

A new way to look at Service Recovery



Bringing together the four major GDSs in a unique industry-leading effort

Rebooking/rerouting made possible on any of the 20 members, irrespective of who is the operating or the marketing carrier, at no extra cost for the passenger and without commercial transactions

Each airline using its own system and GUI (graphic user interface)

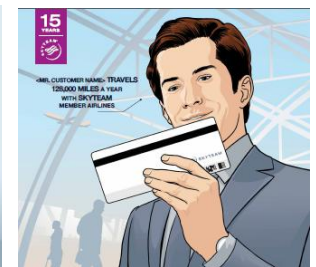
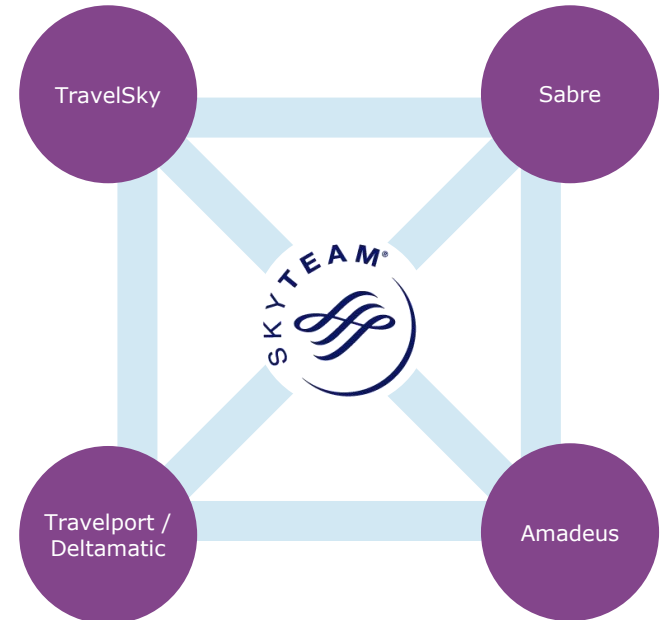
48 hours before departure only

During IRROPS (Irregular Operations) only

At each of SkyTeam's 27 Hubs

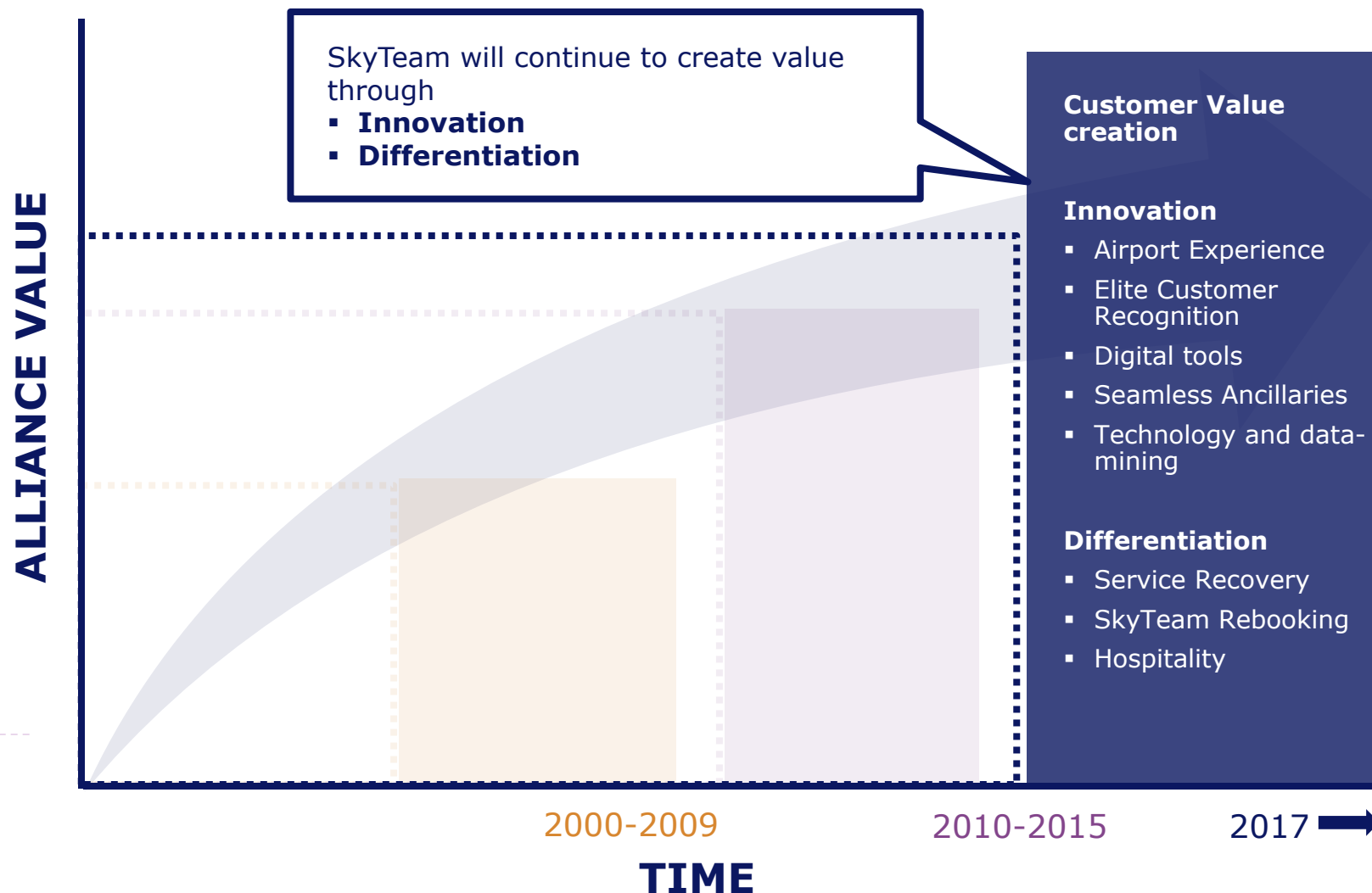
- In each of our Transfer Service Centers

From 2018 onwards: available across the whole system



SkyTeam next

From seamlessness to customer value





SKYTEAM[®]
Caring more about you[™]

