



WHAT IS CABIN CREW DIGITALIZATION?

Empower your digital transformation journey

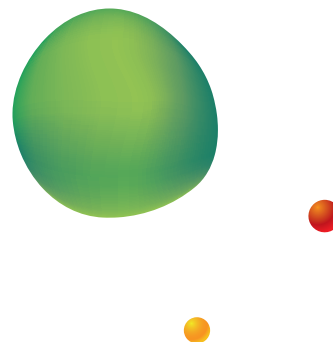
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According to SITA's latest Air Transport IT Insights the COVID-19 pandemic significantly impacted airlines' IT and telecom (IT&T) spend. 2020 IT&T spend was negatively impacted as airline revenues dropped by as much as 60%.

While the numbers of airlines investing in major IT&T programs dropped in 2020 compared to previous years, airlines are focusing on accelerating their digitalization. The acceleration was fueled by the fact that technological advancement is the key to a sustainable recovery, securing healthy financial performance and future prosperity. Also, the CIOs understand the critical role of digitalization in adaptation to the new normal in air travel. Satya Nadella, CEO Microsoft stated that we are witnessing "...two years' worth of digital transformation in two months" and airlines are a large part of it.

WHAT IS AIRLINE DIGITALIZATION?

The digitalization of an airline is a complex process that requires strategic planning for successful execution. Considering current circumstances and future trends, complete end-to-end digitalization is an unavoidable reality for all significant aviation industry players. However, every airline is at a different stage of its digitalization journey. Therefore, every investment must be truly meaningful, selecting solutions that support airlines' digital goals today and as part of a bigger, long-term picture, considering all areas of operations. Here is where many airlines fail to see the importance of transforming the processes' foundation, missing critical cost-savings and optimization opportunities. Cabin crew workflow digitalization as well as finding intelligent solutions that integrate to airlines' existing IT systems are operational areas that are often overlooked or even neglected.



WHAT IS CABIN CREW DIGITALIZATION AND WHY DOES IT MATTER?

As the airline’s most prominent brand ambassador, the cabin crew is the team that has the longest-lasting and most impactful exchange with passengers. It is knowledgeable and has access to valuable information about the passengers and the cabin environment. Digital tools can be of tremendous help for the cabin crew to get up-to-date flight and passenger information, gain awareness of any situation and adapt dynamically to it.

Cabin crew digitalization in its very basics means replacing paper-based processes with digital ones. This adds value by automating the cabin crew’s tasks, and by simply reducing the physical load onboard the aircraft. It also streamlines the flight briefing process, facilitates information and data gathering during flight, automates and accelerates post-flight processes and reduces aircraft turn-around time when it comes to cabin facilities.

The digitalization of cabin crew processes goes to the core of an airline’s organization. The benefits of the transformation are gathered from the ground up, securing ultimate optimization across many touchpoints:

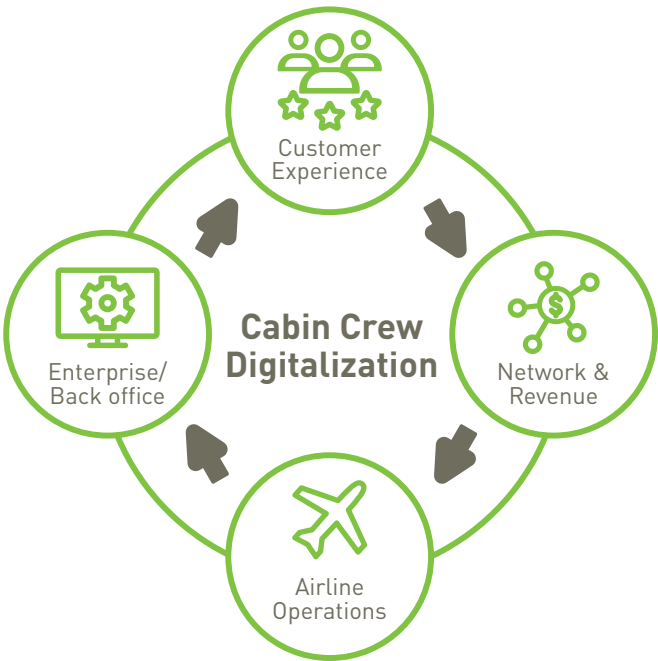


Figure 1: Cabin Crew Digitalization covers all four pillars of an airline transformation

Enterprise/Back office	Customer Experience	Network & Revenue	Airline Operations
Cabin crew digitalization includes transforming your back-office systems as you liberate the administration from manual and analogue processes, optimize resources and increase performance.	Cabin crew digitalization increases customer experience satisfaction with the power of data and awareness gained by a crew with digital solutions, making every journey for every passenger personal.	Cabin crew digitalization enables powerful data analytics with gathered passengers’ preferences, transforming and boosting the in-flight ancillary revenue.	Cabin crew digitalization transforms the workflows of many key airline stakeholders, not only crew, unlocking unlimited possibilities for operational improvements.



KEY OPPORTUNITIES IN AND BENEFITS OF CABIN CREW DIGITALIZATION

Strategic digital enhancements in day-to-day flight operations, now being delivered through a suite of intuitive airline applications and services, offer airlines both immediate and future-proof benefits.

These are helping airlines optimize their overall operations by supporting the roles involved at every flight stage. Cabin crew works in the crossroads of the passenger experience, their own profession's rules and regulations, and the airline's brand promise. Cabin crew digitalization adds value in several dimensions.

Sustainability

Digitalizing onboard processes immediately reduces an airline's printing and storage costs. It significantly reduces paperweight onboard and, consequently, reduces fuel consumption. Large premium airlines that have digitalized their cabin crew workflows have reportedly eradicated 250,000 in-flight paper forms in only six months. They reduced the weight per flight by 52 kg on average, resulting in US\$69,000 worth of fuel savings and decreased CO₂ emissions by 475,000 tons.

Optimizing costs

Digitization of the forms cabin crew need to fill in on every flight also enables automated parameters to speed up administrative tasks. The time saved can be spent assisting passengers or enriching the onboard experience. Those paper reports also need administration on the ground, whether via a colleague's review or by physically inputting paper-based data into the airline's digital system.

Factoring in any unexpected incidents that may arise can result in even more paperwork. By integrating this digitalized function with your airline's on-ground IT systems, you can streamline and synchronize the whole process. Standardizing data flows also means information is analytics-ready, enabling you to assess your cabin crew's activities and identify areas for smarter working. And with airlines now having intensified cleaning measures at the gate, every minute saved elsewhere becomes an even more important aspect for maintaining efficient turnarounds, on-time performance and result in managing costs.

Safety

Access to your airline's customized and secure databases through your cabin crew's personal electronic devices (PEDs) reduces the number of non-personal touchpoints before, during and after flight. The connected PEDs enable the airline with real-time air/ground updates to equip the cabin crew with up-to-date critical information. Your airline controls what is connected, and how – the configuration of features and functionalities to connect and synchronize over different networks – is done by your airline. You can then reap the benefits of extending connectivity onboard, and benefit from a constant, cost-efficient connection, without having to exchange devices or paper forms.

Operational efficiency

Cabin crew digitalization brings countless possibilities at your reach. You can, for example, elevate how certain service elements are managed and identify areas for greater efficiency by collecting data to support building the action plans, monitor and pinpoint optimum attendant positions inflight to meet social distancing requirements, and create and send enhanced digital alerts to crews, wherever they are. You can deliver fully customized flight reports ready to support business intelligence for your airline to better control consistent and structured data and potential cost savings, and consider integrating your airline's business logic into customized forms, uploading and storing business manuals, and applying specific business rules defining authorization levels, to enhance your business intelligence resulting into improved operational efficiency.

Situational awareness

A digitalized cabin crew can benefit from instant inflight updates regarding safety topics, passenger updates, and operations changes. A digital platform can distribute this information based on flight number, aircraft type, or other parameters. In case of an incident, a digital workflow management tool guides crews through the entire administrative process, from registering the issue to identifying and processing the type of compensation provided.

Passenger experience

Finally, you can transform your passengers' experience with the power of the digital cabin crew, unlocking all benefits of complete crew awareness. Digital solutions enable access to crucial passenger data and up-to-date critical operational information, empowering cabin crew to have full control and visibility throughout the flight while delivering a personalized passenger experience. For example, using up-to-date flight information to communicate with passengers and informing them about the changes that might affect them creates an environment where the passengers feel safe, valued and cared for.

Check out IATA's Business Case Support for paperless Aircraft Operations

See what Virgin Australia has to say about their cabin crew's digital transformation journey

Look at easyJet's digitalization story and benefits they gathered

HOW TO EMBARK ON THE JOURNEY TOWARDS DIGITALIZED CABIN CREW

The digital future provides so much to look forward to. Here's a recap of the things you should consider when planning on embarking on the digital transformation journey to benefit your cabin crew and your airline.

- Digital transformation should entail all your operations. This will allow you to benefit from the synergies created in the digital ecosystem through interconnected systems.
- Digital transformation should extend to include the cabin crew. Your cabin crew has a unique position in the cross-roads of the passenger experience, their own profession's rules and regulations and your airline's brand.

- A holistic approach to digitalization will save you from concerns and will enable you with cohesive future-proof solution to satisfy your airline's unique goals.
- Cabin crew digitalization is comparable to implementing another digital tool: you will be equipped with administration capabilities to manage your cabin crew devices, to configure the features and functionalities and which connectivity method – cellular or wi-fi – is used to enable the synchronization, as well as the authorization levels.
- Cabin crew digitalization is a journey and it requires investment, but it will pay itself back fast in the form of the many returns of investment through happier cabin crew, improved passenger experience, improved aircraft turn-around time and reduced fuel consumption.

The future is digital and requires enabling new generation flight operations.

SITA FOR AIRCRAFT's Digital Day of Operations portfolio provides a suite of applications and services that together enable real-time collaboration and support for operations staff, pilots and cabin crew to optimize the flight operations journey at take-off, in-flight and landing.

