ETIHAD PARTNERSHIP AIMS AT BESPOKE DIGITAL TRAVEL TECHNOLOGY

News / Airlines

Etihad Airways has announced a new strategic agreement with Information Technology consultants **Cognizant t**o transform its digital platforms and improve the **passenger experience** throughout the journey with **personalized** product offerings and services.

The three-year, multi-million dollar deal, will have Cognizant take over the management of Etihad Airways' existing web applications and portals and integrate them in to a new digital platform.

Cognizant will also perform a comprehensive study of Etihad's business and technology footprint to establish new multi-channel distribution and offer passengers customized packages tailored to their travel preferences and loyalty status, which include preferred seating, meal choices, and recommended holiday destinations itineraries.

"Our guests are increasingly turning to digital channels to connect with us, and therefore we recognize the importance of delivering a personalized and seamless guest experience across all touch-points," said Peter Baumgartner, Etihad Airways' Chief Commercial Officer.

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“Our partnership with Cognizant will help us define a superior digital experience roadmap that enhances the customer journey from planning to booking, in the airport and on the plane, and improve guest loyalty by attracting and engaging with guests in new and innovative ways. The scope includes digital tools and data insights for our customer-facing staff to further enhance their ability to provide a more customized and personalized service to our guests.”

Robert Webb, Etihad Airways’ Chief Information and Technology Officer, described the new partnership as core to the airline’s technology and innovation strategy.

“[It] will empower us and our equity partners to redefine an exceptional digital guest experience that matches our remarkable inflight and on-ground experience,” he said. “We chose Cognizant because of its leadership in digital transformation programs, deep travel and hospitality industry experience, and long-term partnerships with digital technology leaders.”

Francisco D’Souza, Chief Executive Officer, Cognizant, said: “For Cognizant, ‘digital’ means the ability to connect technology, data science, devices, design, and business strategy to transform processes and experiences. This engagement marks the coming together of two pioneering organizations whose growth strategy is underpinned by digital innovation.”

15 DECEMBER 2015

SOURCE: SKIFT
ARTICLE LINK:
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