

# Case study: The Amadeus Digital Competency Centre and Scandinavian Airlines

Through a major programme of digital innovation and transformation, **Scandinavian Airlines** is collaborating with Amadeus to drive a **better experience for customers** across all sales channels, devices and platforms.



## About SAS

Scandinavian Airlines (SAS) is the region's largest airline and the flag carrier of three sovereign nations – Denmark, Norway and Sweden. The airline is primarily focused on domestic, intra-Scandinavian and European routes, with flights feeding into their medium and long haul flights to the Middle East, the US and Asia. The airline has a clear focus on the corporate market (more than 65% of revenues).

## Why Amadeus?

Scandinavian Airlines identified and adopted three strategic priorities to meet trends and industry developments, ensure competitiveness and provide the prerequisites for long-term sustainable profitability. Its digital strategy is playing a crucial role in achieving those strategic objectives as well as securing a consistent travel experience across very different markets.

“To make your travel easier we give you total access to us, across any device, in all digital touchpoints, giving you a personalised customer experience regardless of how and why you want to contact us.”

SAS's digital vision

## The challenges

Against the backdrop of weak profitability and tough competition in the airline business, SAS embarked on a major programme of digital innovation.

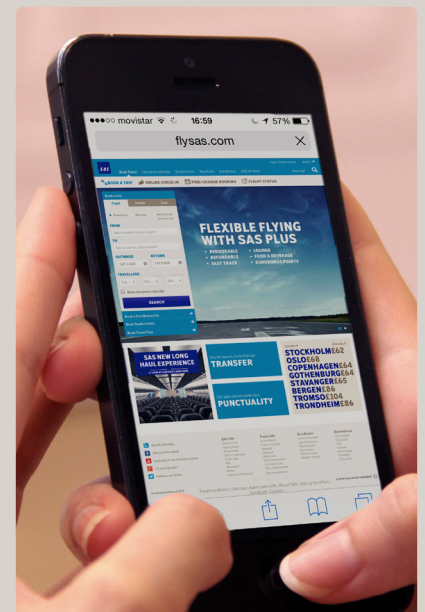
The programme's objectives were to:

- **reduce costs**
- **innovate and differentiate from the competition**
- **generate new revenues**
- **reduce 'time to market'.**

By establishing these clear parameters, success could be accurately measured.

Amadeus already provided the e-Retail engine that powers the airline's website, *flysas.com*. SAS recognised the benefits of Amadeus for its deep expertise and technology exclusively developed for airlines, its capacity to meet demanding 'time to market' objectives, flexibility and superior value for money.

As part of the deal, Amadeus established a groundbreaking Centre of Competence, – a team of experts exclusively dedicated to ongoing digital development for SAS.



SAS is enhancing customer experience across all channels, on all devices. Mobile is key.

## From strategy to business success

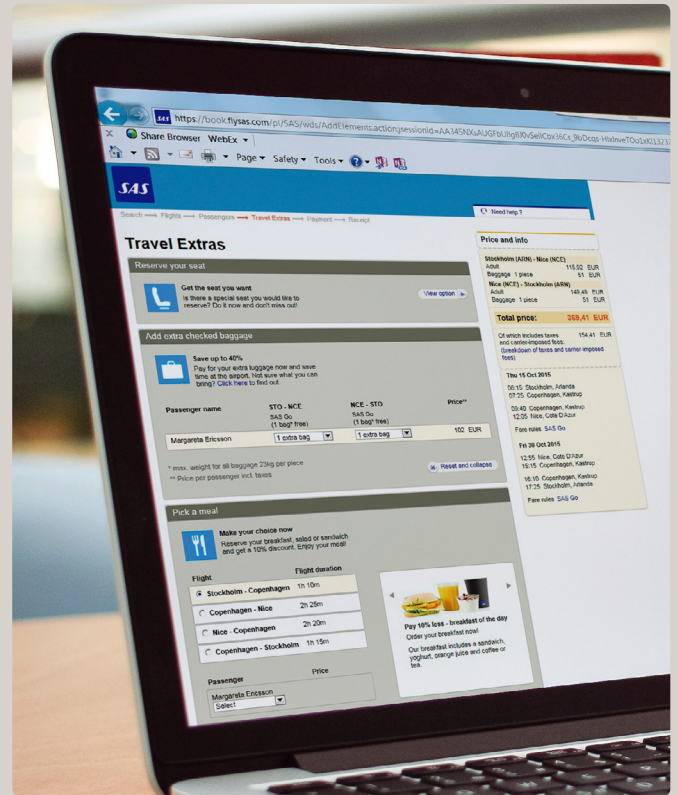
The Digital Competency Centre agreement signed with Amadeus in March 2014 and the adoption of Amadeus Digital Suite's flexible and money-saving solutions is already delivering major business benefits.

So far, the airline has experienced measurable business effects such as its shift from Waterfall to Agile development methodologies reducing 'small/medium' development costs by a total of **€2m**. The airline is now also **three times quicker** in 'time to market' delivery and customer satisfaction has measurably improved through user experience enhancements in SAS's digital sales channels. And critically, revenues have increased with improved sales conversion rates due to an improved online customer experience and the development of new ancillary revenues.

All of this has strengthened SAS's operational capacity and enabled a clear focus to be placed on the overall objective; to deliver a better customer experience, across all channels and all devices.

Supported by solutions including e-Retail, Flexpricer, Ticket Changer, Award Shopper, Mobile Solutions and Airline Ancillary Services, SAS is taking giant steps towards delivering their digital vision.

Such was the success of Amadeus' digital suite that the competency centre contract was extended to 2019, and manpower upscaled from 7 to 11 full time employees.



SAS Travel Extras proposes ancillary services during the booking process

### Key project wins 'at a glance'

#### Objective

#### Result

Cost reduction



'Small/medium' development costs reduced from €4m to €2m

Revenue generation



Sales conversion rates increased by .2 to .5%

Innovation – differentiate from competition



Customer satisfaction improved, as shown by increase in conversation rates

Time to market



Digital implementation 3 times quicker

"Over the last 2 years we shifted from Waterfall to Agile development methodology in the digital area. We managed to lower the yearly cost for "small" to "medium" sized development from €4m to €2m. This was achieved through a dedicated team and no ramp up, better use of resources, more flexibility in planning and a shift from cost budget to resource allocation, among other things."

**Pernilla Edelsvärd**

Head of Digital Experience at SAS

### Find out more

For further information, visit [amadeus.com/airlineIT](http://amadeus.com/airlineIT) or speak to your Amadeus Account Manager today.

## Amadeus Digital Solutions for Airlines

For the numbers that *really* count