

Business Strategy Innovation

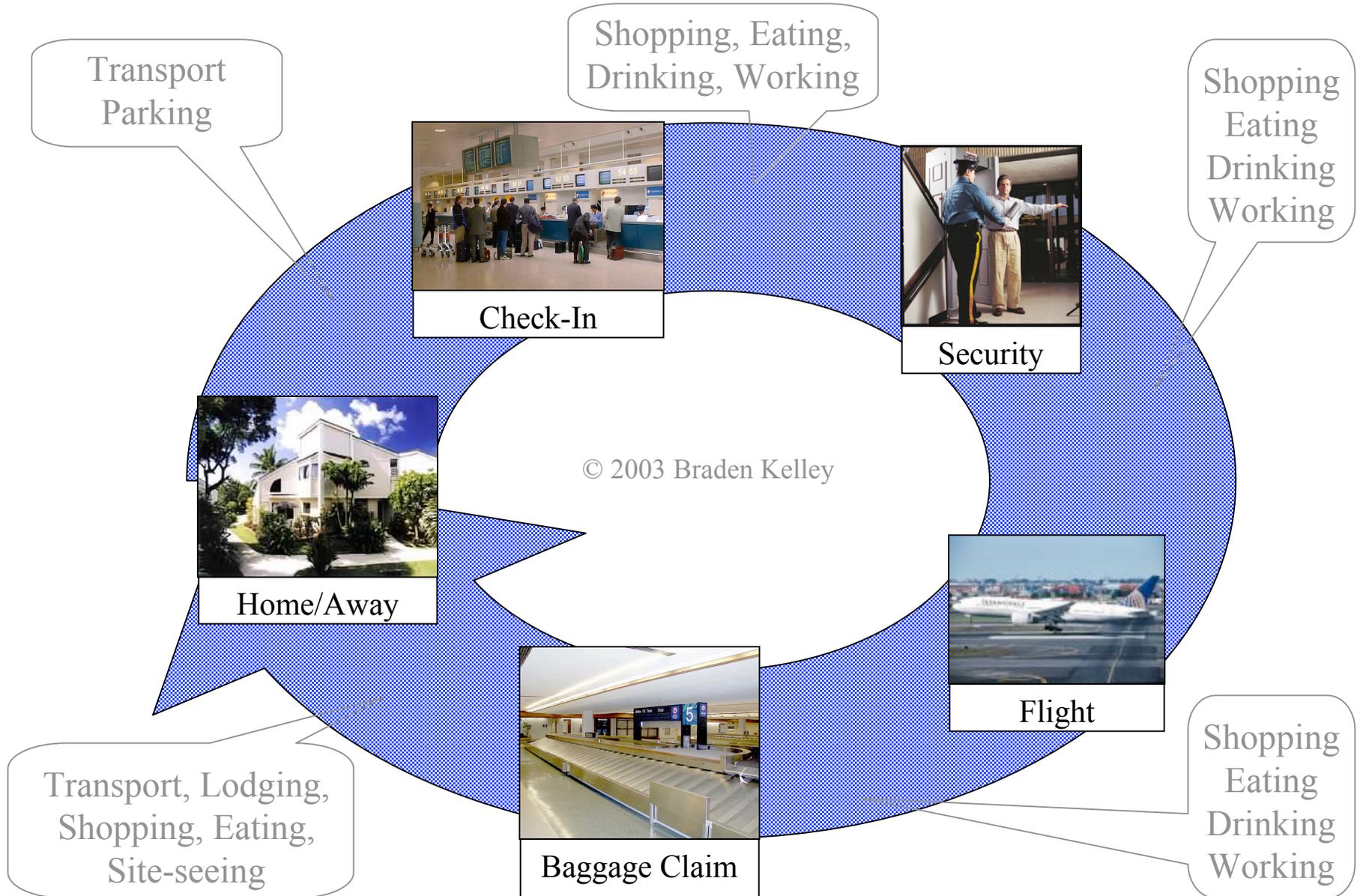
- The Airline Passenger Lifecycle -

The Airline Passenger Lifecycle was constructed in the wake of the events of September 11th to help the world's leading airlines increase their revenue and cut costs.

It provides a framework to drive innovation throughout the organization by focusing employees on maximizing revenue from customer relationships rather than viewing themselves solely as providers of point-to-point transport



Airline Passenger Lifecycle



Capturing Value between Home/Away and Check-In

Transport
Parking



Check-In

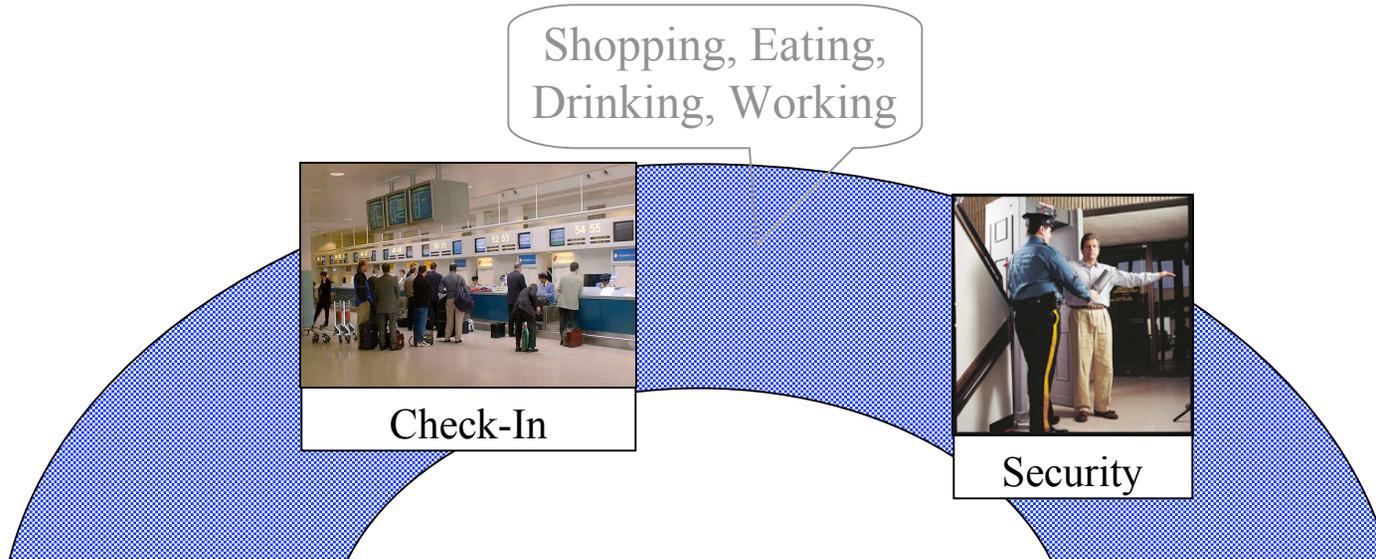


Home/Away

Examples:

1. Sell tickets for transportation to/from the airport
2. Sell tickets for airport parking (likely good success recruiting off-site parking vendors)
3. Sell travel books for travel destination (outsource fulfillment to Amazon or others)

Capturing Value between Check-in and Security



Example:

4. Sell advertising, for distribution with ticket, to airport shops and service providers, thus creating a revenue stream for Continental Airlines and added value to customers through discount coupons. To make it even more lucrative, also sell destination or stopover airport advertising.

Capturing Value between Security and the Flight

Example:

5. Offer passengers the opportunity to purchase a one-time use of the Continental Airlines lounge or business center.

-see also Example #4



Security



Flight

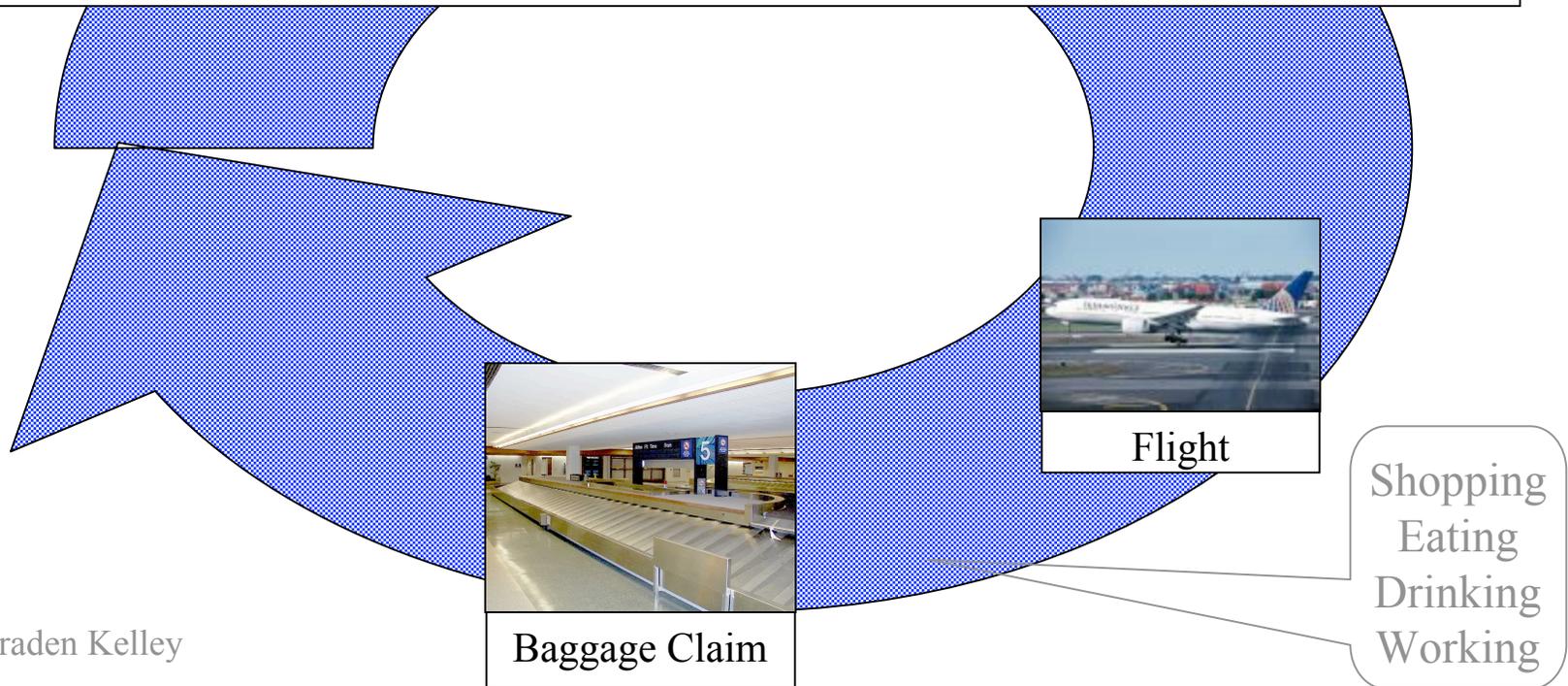
Shopping
Eating
Drinking
Working

Capturing Value between the Flight and Baggage Claim

Example:

6. Distribute sample packs from manufacturers to passengers as they disembark (for a fee from the manufacturers)

-see also Example #4



Capturing Value between Baggage Claim and Home/Away

Example:

7. Sell expediting services to rental car companies allowing them to capture information and process customers more efficiently

-see also Examples #1 and #4



Home/Away



Baggage Claim

Transport, Lodging,
Shopping, Eating,
Site-seeing

Landing



The Airline Passenger Lifecycle would, obviously, apply to the outbound and return flight. The seven brief examples illustrate how value can be captured at each stage of the passenger's journey.

We have many, more innovative ideas that fit into the framework of this model that would drive revenue and profit growth.

We also have years of experience helping companies improve their systems, processes, organizational effectiveness, and profitability.

We look forward to the opportunity to do a more formal presentation, to answer your questions, and to proceed together in realizing some of the potential.

Yours sincerely,

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