INNOVATION @ Air France KLM

Digital everywhere

Technology to support strategy

AI is the new Digital
Digital transformation is accelerating, deserving customer preference, digitizing processes and involving employees.
Technology roadmap to support *zoom in* - *zoom out* strategy
Next challenge: Leverage Big Data & Machine Learning to accelerate adoption of Artificial Intelligence at AFKL

Customers

- Drive differentiation through 1-1 personalization

With new capabilities:

- IoT (Internet of Things)
- Voice Recognition
- Chatbots
- VR-Virtual Reality
- AR-Augmented Reality
- Robotics
- Video Analytics
- Drones
- Blockchain

Operations

- Integrate, visualize, and leverage data in Operations, E&M, Cargo & IT

- Powering Operational Customer Platform with recommendation engines & next best actions
- Evaluate Pricing & Offers, buy-up
- NPS: Analysis, decision support based on forecast, link PerfOps to NPS
- Automatic interactions: Virtual assistants, chatbots
- Entertainment

- Recovery: forecast, massive data processing to anticipate disruption, ...
- Disruption management
- Logistics handling for Cargo
- Enhanced operations: AR/VR, IoT
- Risk based network schedule, fleet utilization
- IT: machine learning for automation at scale (test, monitoring, …)

Employees

- Scale expertise, HR ambition, people development

- People Development: Overall employee platform
- Smart crowd sourcing: skills platform
- Augmented employee: text mining, virtual assistants
- People engagement: Risk management, flexibility in rules & regulations