

WNS



**STATE-OF-THE-ART ANALYTICS
PLATFORM ENABLES
A GLOBAL AIRLINE TO
INCREASE MARKET SHARE**



AS WE KNOW...

Airlines have access to enormous amounts of data from multiple sources, including customers, online travel agencies and third-parties. However, the key challenge for airlines is in synthesizing this data using the right analytical tools to generate actionable insights in real-time. These insights help identify potential revenue improvement opportunities across key business functions such as sales and distribution, and revenue management.

THE CHALLENGE FOR A LEADING AIRLINE WAS...

Its performance was dipping across key sectors in a specific region. The airline was unable to identify the problem areas that were impacting its potential to improve revenue and increase market share.

HERE'S WHAT WE DEPLOYED AS A SOLUTION...

WNS deployed its proprietary Commercial Planning Suite (CPS) to provide an end-to-end solution to the airline's challenges. CPS is a cloud-based platform, which creates an integrated view across key commercial areas, enables trend analysis and root cause analysis, and generates actionable insights.

CPS has been built on the foundation of a data infrastructure platform and leverages a variety of decision-support solutions, data visualization and analytical tools.

We deployed CPS on the airline's key commercial data sources (internal and external).

Advanced analytics was applied to the data sources to generate intuitive dashboards across passenger and ancillary revenue streams, and offer insights on:

- Performance of key agents across competition to ensure fair share

- Distribution mix to identify opportunities and enhance revenue
- Traffic mix and identification of gaps when benchmarked with competition

CPS DIFFERENTIATORS

- Analyzes Key Performance Indicators (KPIs) across flights, sectors, routes, and Origin and Destination (O&D)
- Analyzes class-mix and its implications on revenue generation
- Views and analyzes the performance of codeshare and interline partners at various levels of aggregation to identify opportunities and gaps
- Delivers insights into the distribution channel mix and opportunities to optimize the same
- Understands partner performance and its impact on the overall revenue
- Analyzes the performance of alliance partners across key revenue parameters; offers insights into productivity and pricing, which in turn allows for revenue enhancing opportunities and negotiation of agreements
- Identifies opportunities to re-negotiate key elements such as pricing, Special Prorate Agreements (SPAs) and availability with partner carriers
- Enables periodic review of SPAs and Multilateral Proration Agreements (MPAs) to maintain competitiveness and ensure that agreements continue to be mutually beneficial to all parties

THE CO-CREATED OUTCOMES FROM THE DEPLOYMENT OF CPS ARE...

The insights generated by CPS enabled better performance-related communication between the airline's sales team and trade partners, paving the way for increasing market share. Other key benefits delivered include:

- ~20 percent improvement in team productivity as the time taken for the entire process of insight generation was reduced significantly
- Identification of 7-10 percent revenue improvement opportunity in O&D demand
- Identification of 5-10 percent improvement opportunity in ancillary revenues by analyzing key contributors, trends and marketing opportunities
- Identification of 2-3 percent improvement opportunity in quality of revenue by ensuring an optimal class-mix in ticket pricing

ABOUT CPS

CPS is a cloud-based, state-of-the-art, decision-support platform that harmonizes data for various commercial functions from disparate sources. The platform adopts an integrated approach to drive higher revenue and efficiency. Its cloud-based big data repository of revenue, cost of sales and related information enable quick and high-impact decision-making. CPS can be accessed across geographies on multiple devices.

THE AIRLINE IMPROVED EMPLOYEE PRODUCTIVITY BY ~20 PERCENT

ABOUT WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. We combine our deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. The industries include banking and financial services, consulting and professional services, healthcare, insurance, manufacturing, media and entertainment, retail and consumer packaged goods, telecommunications and diversified businesses, shipping and logistics, travel and leisure, and utilities and energy. We deliver an entire spectrum of BPM solutions including industry-specific offerings, customer interaction services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. We have delivery centers worldwide including in China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom and the United States.

To know more, write to us at marketing@wns.com or visit us at www.wns.com

CO-CREATE TO
OUTPERFORM

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