



Customer Experience Counts

Customer experience is a key differentiator for improving loyalty and generating profit. Loyal customers are 6.8% less likely to switch business and 6% more likely to consider another purchase.

– Forrester Research

NCR delivers simple, seamless, convenient service to your increasingly connected passengers

From check-in to baggage drop off to security screening, helping passengers get to their final destination has never been more challenging. Navigating a terminal to make your flight with time to spare can overwhelm even veteran travelers. Taming this complexity – and delivering a seamless travel experience – remains a major challenge for airlines and airports alike.

Delivering an exceptional passenger experience is a top goal of every airline. The stakes for not delivering exemplary service are high: For every 10 minutes travelers spend in security lines, their spending within the airport drops 30 percent.* And while today's connected passengers expect more from airlines and other service providers, the reality is far from ideal: The 2013 Airline Quality Report finds that airline performance continues to slide. Domestic airlines, as a whole, declined in two of the four areas measured: customer complaints and involuntary denied boarding. More than half of the issues identified were flight problems; reservation, ticketing and boarding problems; or other customer service issues.

The Transformation Consulting team at NCR understands the complexity challenge

We approach travel as a series of simple, seamless, and pleasing human interactions. We see the big picture of your current business model and how to strengthen it. We help you understand and better connect to your customers and, in the process, transform their travel experience – through the right mix of art, science and technology. The art is our design expertise; the science is how we effectively architect and model solutions; and the technology is our core self-service capabilities that make every day easier.

Our multi-disciplinary team has more than 40 years of experience, and looks at the travel experience through several lenses – as modern-day anthropologists and psychologists, in addition to industrial designers and technology developers. We consider every customer interaction and design around one goal: an exceptional traveler experience. We tap into our core strengths in self-service, where we enable nearly half a billion consumer transactions across multiple touchpoints around the world every day.

With expertise in everything from human factors engineering to design ethnography to traditional architectural and user interface design, our Travel Transformation consultants have in-depth experience helping travel providers as well as with the world's most successful retailers and banks design and deliver an exceptional customer experience.

* Nick Hulse, president of leading DAS and WiFi provider Boingo Wireless, airports Council International-North America's (ACI-NA) annual conference, September 2013.

Agility. Simplicity. Experience.

We start with a proven methodology, first seeking to understand your root business issues and customer requirements. Then we work with your operations and passenger experience teams during each phase of our consulting engagement:

- **Strategy:** Clearly defining the strategic plan to ensure program success.
- **Discovery:** Identifying the gaps and requirements for innovative conceptual designs to transform the traveler experience.
- **Design:** Developing the functional requirements for creating the desired traveler experience.
- **Build/Deployment:** Rolling out the solution with the right operational support to ensure your project is on-time and on budget.
- **Optimization:** Analyzing your current operations to identify and recommend improvements.

You gain much more than a roadmap – you gain a customized, integrated solution. And we deliver it with minimal risk to your business.

Using our proven methodology, we first help you discover and then solve your toughest operational challenges. Our Transformation Consulting clients benefit from three competitive advantages:

- **Enhanced Productivity** – equipping both employees and passengers with similar self and assisted-service tools
- **Increased Revenue** – improving your ancillary sales and driving higher passenger satisfaction, resulting in fewer refunds or miles provided to address unhappy customers
- **Improved Passenger Experience** – leading to more loyal, happier customers





Deliver an exceptional customer experience

Lessons beyond travel

Airlines are increasingly looking outside of the travel industry for innovative approaches to driving revenue, cutting costs and improving the customer experience. Number one in ATMs and retail self-checkout worldwide, we are applying retail and financial best practices to help our travel customers become more efficient and profitable.

Through smart design and intuitive interfaces, we're helping the world's largest banks replicate large branch revenue performance with a branch that is a fraction of the size.

We're also working with retailers to accommodate the preferences of their increasingly mobile consumers, designing and implementing a seamless digital experience regardless of time or place.

Let us show you how to make your every day easier, with solutions that save your passengers time, empower your employees, and improve your bottom line.

Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 450 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

For more information about NCR Transformation Consulting, visit www.ncr.com/travel, and follow us on our blog <http://blogs.ncr.com/travel/>

NCR Corporation
3097 Satellite BLVD 700 blg
Duluth GA 30096

EB10813-1113

www.ncr.com

