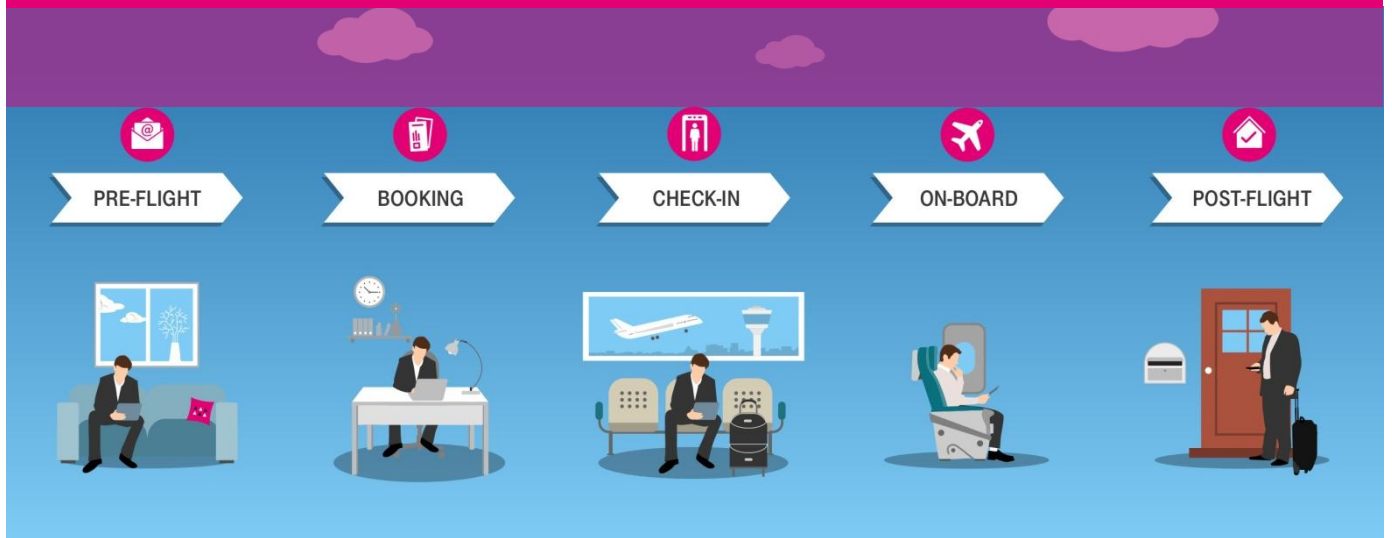


# MARKETING OPPORTUNITIES TO ENHANCE CUSTOMER LOYALTY

## INFLIGHT WI-FI IS A VALUABLE ASSET FOR YOUR BUSINESS



### MARKETING OPPORTUNITIES TO MANAGE THE CUSTOMER JOURNEY

#### Pre-Flight

Share Wi-Fi discounts in newsletters with our Discount Code System (DCS), include them into special offers or provide free access to frequent travelers.

#### Booking

Integrate „Buy-Before-You-Fly“ Wi-Fi option into Airline booking channels or partner platforms.

#### Check-In

Announce Wi-Fi offers in pre-flight mailings or check-in notifications.

#### On-Board

Raise awareness with adverts in audio-visual in-flight entertainment, on-board magazines, flyers, others.

#### Post-Flight

Use Wi-Fi discounts in follow-up mails to encourage passenger feedback and make preparations for the next flight.

### USE IN-FLIGHT WI-FI TO INCREASE CUSTOMER LOYALTY

- In-flight Wi-Fi represents the next level of passenger comfort & passengers demand in-flight Wi-Fi
- In-flight Wi-Fi platform allows you to target travelers with tailored actions for every step of the customer journey
- By collecting relevant user data and providing you with detailed reporting, our solution helps you to manage the Customer Journey and to increase customer loyalty
- Of course, our platform is open to various branding options (white label solution or branded version available)
- Deutsche Telekom is ready to support the co-operation with marketing contribution



LIFE IS FOR SHARING.