



## BRA achieved a no-gap PSS migration despite the complexity and has gained deep knowledge about its customers.

In 2016, Malmö Aviation and the regional airlines of Sverigeflyg merged to become BRA – the new domestic airline in Sweden.

BRA is a regional airline based in Malmö, Sweden carrying about 2,2 millions passenger per year and flies to 13 destinations from its hub at Bromma Stockholm Airport

### Challenge

The main challenge facing BRA was to migrate the two merging airlines onto the same PSS - Amadeus Altea,

This migration implied to merge the commercial data (past & active booking) and loyalty program data of 3 different environments.

A strong objective was to have a customer-centric data environment, comprehensive by non-airline experts to have the freedom to work with mobile and web developers with no airline IT skills in the future,

### Solution

PMO and expert consulting to prepare the migration : Business process analysis and test plan etc..

Effective migration on Amadeus Altea done in February 2016, supported by the ConztanzONE platform to run the validation tests, secure the

migration itself and avoid operational outage.

Use of ConztanzONE in the "RUN phase" :

- Consolidation of customer data in a data model, specific to travel but comprehensive by "non- airline" developers.
- Creation of individual customer profiles retracing 3 years of customer experience and history based on past & active PNRs,

### Results

- ★ Flight based SMS campaigns to passengers the day after migration to communicate the flight number change. **Reach rate 90%**.
- ★ High level analysis on 3 years of PNR history (sales channel, best destinations, Average spending and more).
- ★ Creation of individual profiles on 80% of the PNRs - for marketing segmentation and management on per-customer basis.
- ★ Highlight: discovery that **11% of the "high-spender" travelers were not involved in the FFP.**
- ★ Implementation of a SMS check-in notification app handling last minute booking.
- ★ A model useable by "non-airline" experts.