

Application of international market trends on the African aviation market

Presentation & Workshop

Oct. 7, 2021



Lufthansa Consulting

Objectives

A target graphic with concentric circles and a central bullseye, overlaid on a background of misty mountains. The target is divided into four quadrants by a vertical and a horizontal dashed line. A white triangular shape points from the target towards the text on the right.

- 1** | Provision of insights into Lufthansa Consulting trend radar and recent customer experience trend study 2021
- 2** | Application of international market trends on the African market - interactive discussion on commercial and digital passenger use cases
- 3** | Outlook to a new normal: discussion of current traveler needs and evaluating improvements on commercial performance



Agenda

Nr.	Topic	Duration
1.	Welcome, introduction to Lufthansa Consulting and objectives of the sessions	10 minutes
2.	Presentation – current trends in aviation focusing on customer centricity <ul style="list-style-type: none"><li data-bbox="204 516 880 547">▪ Overview of innovative market developments<li data-bbox="204 554 1039 585">▪ Indication of specific impact on commercial performance	20 minutes
3.	Taking the traveler's perspective - open discussion on passenger pain points and tackling possible solutions <ul style="list-style-type: none"><li data-bbox="204 710 1503 781">▪ Practical application of relevant and promising commercial use cases along the customer journey in the African market	60 minutes
4.	Overview of learnings and Q&A	30 minutes



Contact

Wolfgang Bublitz

Associate Partner

Head of Solution Group Customer Experience

Lufthansa Consulting GmbH

FRA W/A

Frankfurt Airport Center 1 – FAC 1

Building B, 7th Floor

Hugo-Eckener-Ring

60546 Frankfurt/M., Germany

Tel.: +49 151 58940547

Fax: +49 69 69620830

E-Mail: Wolfgang.Bublitz@LHConsulting.com

www.LHConsulting.com

Disclaimer

This document was created for your exclusive use only. It is only complete in conjunction with a verbal presentation by Lufthansa Consulting. With regard to the information contained herein, we appreciate your undertaking to respect and preserve the confidentiality of this document and not to disclose or otherwise make available this material to any third party or use it for any purpose other than for your internal use.

Registration: Local Court of Frankfurt, Commercial Register HRB 101093 | Managing Director: Hannes Müller

