New Air Entertainment – Airline Customer Profile



Airline companies have started to adapt to mobile technology. All top airlines have developed a mobile app to provide easy access of all necessary information to their customers. For example, flight information, destination information, etc. This has reduced customer service issues and the amount of customer complaints. However, this is the extent of what airlines have been able to do with mobile technology. Airlines would like to implement mobile technology in various other operations and processes, but experience many difficulties when they try to. Like customer service, airlines believe mobile technology can have a huge impact in their day-to-day operations and customer interactions.

Airlines take advantage of every opportunity to make money. The soda products they sell on the airplanes randomly selected to sell. Brands like Coca-Cola pay airlines to have their products sold or advertised on in their planes and terminals. Traditional channels of advertising on airplanes was through magazines and posters. Now, airlines are considering dedicating a whole section of the plane or terminal to one brand. This is an extreme example, but it shows the length airlines are willing to go to generate more money. With mobile technology up and coming in the airline industry, using it as the next marketing platform can be a money-making opportunity. Airlines are willing to consider every opportunity to make money, with advertising being the most profitable.

In an industry with constant competition, airlines are always looking for ways to differentiate themselves from their competitors. The introduction to Wi-Fi on airplanes has opened numerous opportunities for airlines to differentiate themselves and generate revenue. The best part about Wi-Fi is that it is inexpensive to host on each airplane. When the passenger knows there is Wi-Fi on the plane, they are more likely to resort to using their smartphone or tablet throughout the duration of the flight. There would be less demand for other entertainment services provided by the airline such as movie/television shows and satellite radio.

The main opportunity Wi-Fi has made possible to generate revenue is by providing internet access to passengers. The internet is an essential everyday benefit that people use regularly and would be willing to pay for it if it was the only option to gain access. Airlines can charge passengers to gain access to their Wi-Fi network and can collect email addresses to add them to a marketing email list. According to CEO of Ryanair Michael O’Leary, “[Ryanair] firmly believe that giving people access to in-flight entertainment when they’re captive for an hour or two will make [Ryanair] a fortune.” Passengers cannot stand not being able to check social media for a couple of hours. Instead of waiting, they will start to give in to paying for something they usually get “for free” at home. Giving internet access to passengers is an easy way to generate quick cash.

Another opportunity Wi-Fi has made possible to generate revenue is by switching entertainment hardware to tablets. Wi-Fi provides internet access; tablets allow passengers without a smartphone/tablet or with a smartphone, but prefer a larger screen to access the internet. Airlines have started to provide tablets to passengers on their flights. Having tablets on the airplane to rent to passengers to use, can by a valuable source of revenue. Airlines have started to move their movie/television show access to their app so passengers can access the entertainment library from their smartphone or tablet. They also plan to remove the television screens on the back of the seats. This saves the airlines money on fuel costs with less weight on the airplane. Providing tablets on flights opens the opportunity to generate on renting sales and demand will later increase with the removal of the television screens.