



TURNING EVERY TOUCHPOINT INTO REVENUE

**HOW AIRLINES ARE WINNING WITH
CONNECTED PERSONALIZED EXPERIENCES**

Modern aviation leaders are proving that seamless experiences and stronger revenue can go hand in hand. By unifying insights and engagement, they're converting passenger needs into value at every step of the journey.

Anita's boarding pass notification pings at 6:47 AM, but something's wrong.

Her 9:15 AM flight to Barcelona has changed gates, and the app is prompting a priority boarding upgrade despite it already being included. She is unsure if her checked bag is still tagged to the flight. The confusion delays her, and by the time she reaches her seat, she's questioning her choice of airline.

What should have been seamless felt unnecessarily complex.

That's the reality too many travelers still face. But it doesn't have to be this way.

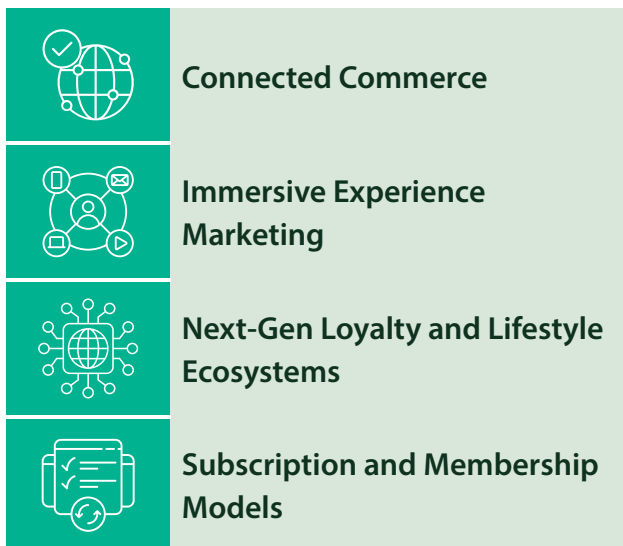


THE SHIFT

From Transactions to Relationships

For decades, airlines treated passengers as seat numbers. Marketing meant blast emails about fare sales. Loyalty programs rewarded miles flown, not emotional connection. Ancillaries were add-ons you grudgingly paid for at check-in. But travelers today expect Amazon-level personalization and Spotify-level relevance. They want airlines to anticipate needs, not just fulfill requests.

The airlines winning this new game are reimagining the entire passenger journey around four emerging opportunity areas:



Together, these strategies are turning marketing from a cost center into a revenue engine.

CONNECTED COMMERCE

When Selling Feels Like Helping

Passengers don't mind paying for value, they mind paying for inconvenience. Traditional ancillary sales failed because they appeared without relevance or context.

Connected commerce changes that. Using AI-driven contextual signals like travel intent, journey stage, destinations, and companions, airlines can present offers that feel intuitive—bundles for families, lounge access for frequent flyers, and tailored recommendations for solo travelers.

Airlines adopting AI-led commerce capabilities are seeing a 10–15% increase in revenue per passenger and 5–10% higher cross-sell and up-sell conversions, as per an Everest Group report*.

These aren't just better offers, they're better experiences.



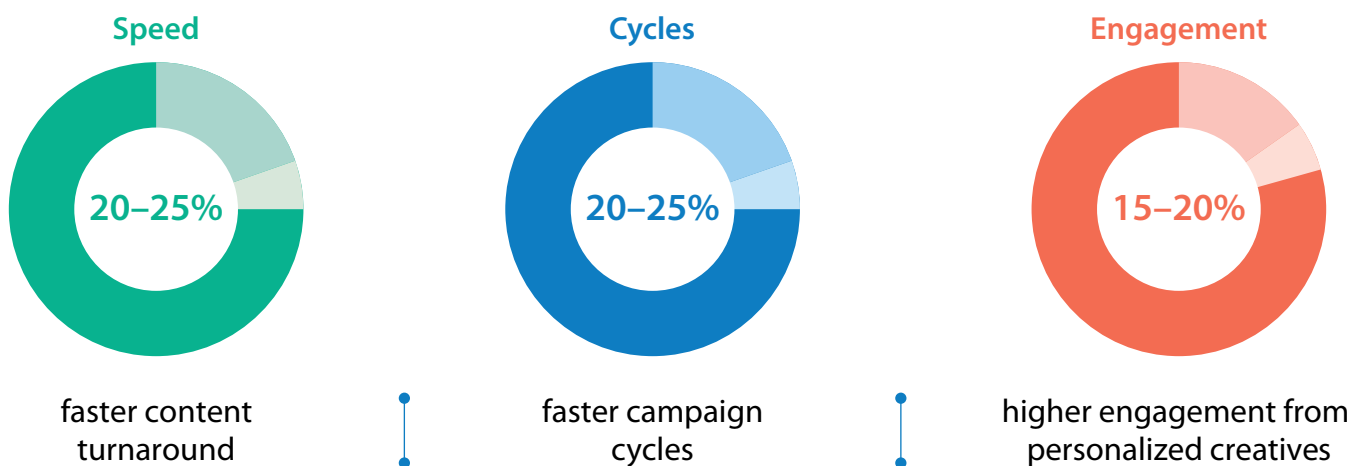
IMMERSIVE EXPERIENCE MARKETING

Speed Meets Storytelling

The days of month-long campaign cycles are over. Demand changes weekly. Competitor pricing shifts daily. Opportunities appear in real time. Today's winners launch campaigns in days, with richer, more immersive creatives that resonate.

Airlines using AI-enabled creative and campaign operations are now able to move at the speed of traveler intent. Generative tools produce rapidly localized content; marketing automation adapts messages by segment and channel, while analytics guide decisions. Same campaign. Different stories. All automated.

Leading global research firm Everest Group* data shows:



This agility allows airlines to stay relevant, shift messaging instantly, and deepen affinity through immersive experiences.



NEXT-GEN LOYALTY AND LIFESTYLE ECOSYSTEMS

Beyond Miles

The most effective loyalty programs are moving far beyond earn–redeem mechanics. Today’s travelers expect everyday value across lifestyle, commerce, and in-flight experiences.

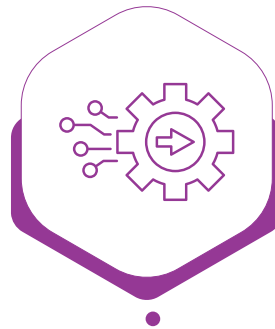
Airlines using AI-powered loyalty engines are



Identifying at-risk members earlier



Personalizing re-engagement via micro rewards and partner offers



Integrating lifestyle ecosystems



Tailoring benefits based on customer value

Leading global research firm Everest Group findings* indicate loyalty programs adopting these models see

10–15%

increase in loyalty participation

5–10%

ancillary uplift from partner and cross-sell relevance

5–10%

reduction in churn

Loyalty shifts from transactional to relationship driven.

SUBSCRIPTION AND MEMBERSHIP MODELS

Recurring Revenue, Recurring Loyalty

What if passengers could subscribe to your airline the way they subscribe to Netflix? It is already happening. And it is working.

Flight passes, lifestyle bundles, or premium travel memberships are unlocking new revenue streams and creating stronger behavioral stickiness.

Subscriptions shift the relationship: travelers who pre-commit travel more, spend more, and engage more.

THE OPPORTUNITY AHEAD

In an AI-orchestrated ecosystem, a disruption like Anita's flight delay becomes a moment of care with proactive updates, thoughtful compensation, and intelligent assistance delivered seamlessly across channels.

With improved execution agility, incremental revenue, and stronger passenger relationships, passenger airline marketing yields measurable business impact.

When commerce, marketing, loyalty, and operations speak the same language, marketing stops reacting and starts creating value at every touchpoint, digital or human, transforming frustration into trust and transactions into relationships.

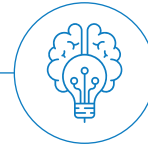


Transformation levers that power next-gen airline marketing by unifying ecosystems, enabling seamless engagement, and delivering passenger-grade personalization:



Connected ecosystem

- **Unified integration** across Infosys Cobalt and Infosys Topaz, aligned with core airline platforms
- Pre-built connectors and blueprints with **Azure, AWS, Google Cloud Platform (GCP)**, and proprietary accelerators enable rapid deployment at scale



Omnichannel experience

- Consistent engagement across web, mobile, social, contact centers, and airport touchpoints
- **AI-orchestrated continuity** to link interactions across channels, creating context-aware passenger journeys



Hyper-personalized passenger engagement

- Turning fragmented passenger data into **real-time intelligence**
- **Differentiated experiences** that adapt to each passenger's profile, preferences, and lifetime value



Passenger-grade precision

- **Interoperable with airline cores** (Passenger Service System (PSS)/Departure Control System (DCS), Revenue systems)
- Solutions **aligned to IATA initiatives** (Identity, New Distribution Capability (NDC), Offer-Order)

Built on deep aviation expertise, Infosys Aster is an AI-amplified marketing suite that acts as a unifying layer, turning vision and insight into action with speed, scale, and precision. It is integrated with Infosys Topaz for AI and analytics, and Infosys Cobalt for cloud.

Airlines that are already following this vision have experienced a 50% improvement in application performance and measurably enhanced passenger experience, as noted by Everest Group*.

The airlines that win tomorrow will build lasting relationships, remembered not for avoiding disruption, but for delivering care, one hyper-personalized moment at a time.

*Select data points explicitly referenced are drawn from Everest Group, Market Facing PoV for Infosys Aster in Passenger Airlines, October 2025.

For more information, contact askus@infosys.com



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