

CASE STUDY: NAVITAIRE DIGITAL SERVICES

A fundamental target audience for Swoop is the millennial generation – digital natives that expect brands to meet them in their moment of need across any channel or device.

Swoop, an ultra-low-cost carrier in Canada, began operations a mere 10 months after its announcement. To meet the demands of travelers, Swoop knew it needed an engaging website and mobile apps for both iOS and Android at launch. In addition, monitoring the uptake and operational health of the app was paramount.

Challenge

A three-month timeline required a focused, strategic plan. Swoop knew they wanted a website designed from a user's perspective and a mobile app that could handle more than check-in and boarding passes. With stringent criteria and only 90 days before its launch, Swoop leadership approached Navitaire's Digital Services team for help.

How Navitaire Helped

Navitaire Digital Services immediately began working on the required components:

- A **web site** for new and existing bookings that gave consumers the ability to:
 - Book flights and add bags, seat selection and priority boarding
 - Manage and modify existing bookings
 - Register and log in as a member for a faster booking process
 - Check-in from anywhere up to 24 hours before flight
- A full, engaging **mobile app** for day of departure needs, giving consumers the ability to:
 - Check-in from anywhere up to 24 hours before flight
 - View and download boarding pass
 - Get real time updates on flight status
 - Enjoy a variety of in-flight entertainment through Swoop Stream
 - Book flights and manage aspects of their trip, including seat selection, bag purchases, priority boarding and other extras

"This coming year, 90% of our capital investment will be targeted at digital mobile. In delivering this functional mobile offering, Navitaire has been a great partner and trusted advisor. I would highly recommend their mobile digital services to deliver solutions."

Steven Greenway
President
Swoop



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- **Design services** for both web and mobile that offered:
 - A sleek, clean user experience for the website specifically aimed at the Swoop-identified target audience
 - A fast and simple web flow for quick booking while inviting users to easily add ancillary products to generate incremental revenue
 - An intuitive mobile check-in flow prompting users for required data and delivering a boarding pass at successful check-in completion
- Utilization of **Digital Managed Services** to give Swoop:
 - Ongoing maintenance and support
 - An easy visual representation of many KPIs to monitor general application health
 - The ability to:
 - Monitor the mobile transaction channel through a customized dashboard
 - Add minor enhancements and fix bugs
 - Respond early to market conditions
 - React immediately to operational interruptions

Results

Working together as a tightly knit team, Swoop and Navitaire Digital Services delivered Swoop's distinctive website and leading app for both iOS and Android on time. The website went live for a 1 February 2019 sales launch and mobile went live in time for Swoop's first flight in June.

"Quick time-to-market with a fully functional website was critical for us, and Navitaire's Digital Services team delivered. Since our go-live, we've been operationally stable with no major issues. They understand our business needs and guided us to solutions that were creative, profitable and delighted our customers."

— Faith Jean, Senior Analyst, Business Transformation – *Swoop*

Swoop continues to focus on enhancing their mobile app, as they are committed to a mobile-first approach. Built on the Digital API, the Navitaire Mobile App Framework uses a rich set of content to create a flexible solution that is adaptable for future innovation and content integration. Swoop's mobile app achieved over 10,000 downloads in just four months, with a near 5-star rating.

"From mobile check-in to in-flight entertainment, our mobile app has satisfied our travelers and reduced airport staff demands. Digital Services provided the scaled expertise and quality to get our innovative app to the stores and in the hands of our customers."

Faith Jean

Senior Analyst, Business Transformation
Swoop