

## **Emirates Skywards ‘Roving Agent’**

### Problem to be resolved:

Emirates seeks to enhance its Skywards member experience through more seamless, personal means to handle servicing queries within its Dubai International Airport hub.

### About Emirates Skywards

Emirates Skywards, the award-winning loyalty programme of Emirates and flydubai, has more than 25 million members. The programme offers four tiers of membership: Blue, Silver, Gold and Platinum, with each tier earning exclusive privileges. Emirates Skywards members earn Skywards Miles with partners ranging from airlines, hotels and car rentals to financial, leisure and lifestyle brands. Skywards Miles can be redeemed for an extensive range of rewards, including flight tickets on partner airlines, flight upgrades, hotel stays, tickets, hospitality at sporting and cultural events, tours and money-can't-buy experiences. Visit [www.emirates.com/skywards](http://www.emirates.com/skywards)

### Background or Business context:

While currently, a Skywards member service centre exists at the airport and our Silver, Gold and Platinum members can be serviced in our lounges, a need has been identified to deliver a more personalised ‘on demand’ member experience within the busy airport environment, one that can enable real time, face to face servicing ‘where and when’ required by the customer.

The concept of the Skywards ‘Roving Agent’ is centred on leveraging technology to bring this concept to life. The platform should:

- be easily accessible for members (i.e. via the Emirates App)
- enable a simple means for a member to indicate the nature of their query
- automatically connect the member with available agents within their proximity
- indicate to the member the location of their assigned agent and that agent’s time / distance from the members location.

It’s envisaged that the Skywards ‘Roving Agent’ will have the ability to service member queries relating to their Skywards membership (miles earned / redemption and tier status), make flight bookings / changes and facilitate additional product purchases in addition to the handling of general queries.

Service prioritisation and workforce allocation is a further consideration. The platform will also need to leverage location and proximity data in combination with member data profiling (i.e. high tier / value customers first) to enable these aspects to be optimised. In addition, in circumstances where it is anticipated that a simple query resolution is possible, this could potentially be addressed via ‘in App’ messaging to further support workforce optimisation.