

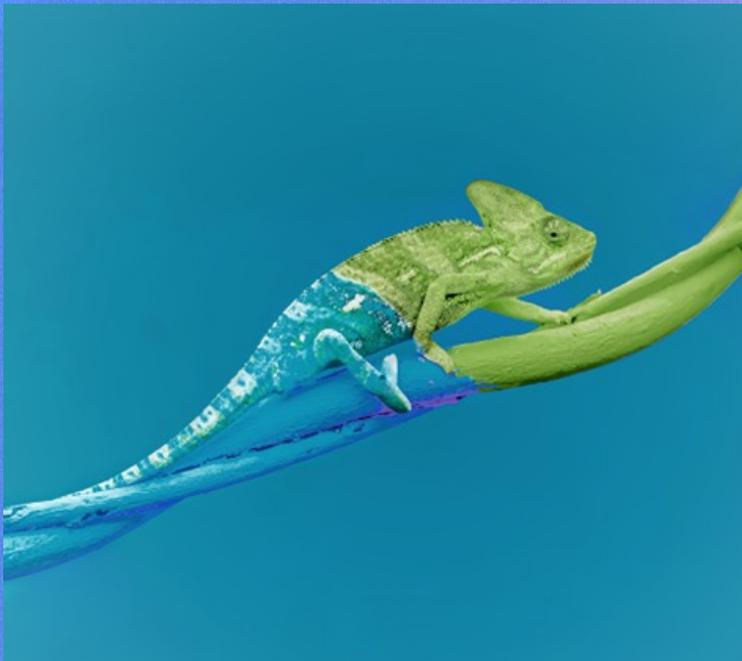
INTELLIGENT JOURNEY ORCHESTRATION

AIRLINE CHALLENGE

- Travel sector restarted after a turbulent couple of years.
- To help manage new ways of working, focused investments have been made to try to improve journey flows:
 - Reservation Systems, Loyalty, and Marketing
 - Bots, robotic process automation, contact center tools, chat to help support specialists, and at the airport desks.
- Yet despite great efforts, Call Centers and Frontline staff remain under massive pressure. Especially when disrupts occur and the domino effect of rolling flight delays and cancelations start to compound across the network.
- There is also confidence to be re-built with the traveling public. In a pandemic-affected landscape, travel can be seen as hard to plan and navigate. Especially when managing changes due to external circumstances.

WHAT'S GETTING IN THE WAY OF INNOVATION?

- How do we enable more self-service?
- And how do we inspire people to travel and make the experience easy and enjoyable?



THE MISSING LAST MILE

- We've been trying to solve dynamic processes with static systems and technology.
- The only way to solve a challenge that's changing moment-to-moment is to have processes that can adapt based on real-time information. Dynamically delivering the data and the outcome to meet the customer's needs based on their current context.
- MyWave was designed to help close the 'last mile'. To help organizations leverage existing investments to massively improve productivity and customer experience.
- To create dynamic guided journeys that allow people to get things done in the easiest, most intuitive, and efficient way possible. To take the squiggles out of getting from A to B.
- Intelligent Journey Orchestration.

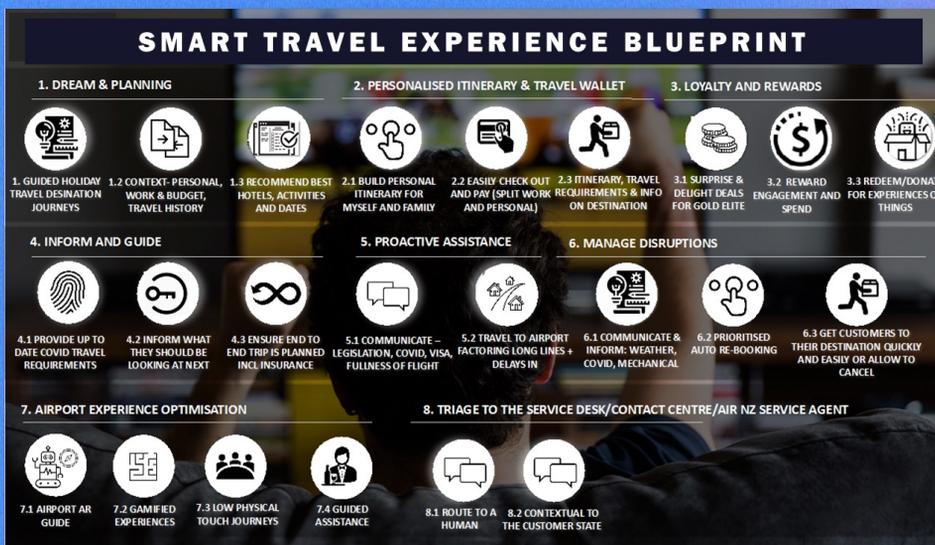


INTELLIGENT JOURNEY ORCHESTRATION

INTELLIGENT. MYWAVE makes all data actionable; accessing data from any source, learning new data as it goes, and applying it to processes to make them easy and painless. If we should already know something about what you're likely to need, we'll bring that to the front of the process. This intelligence also allows journeys to respect and follow your defined business rules.

JOURNEY. MYWAVE guides employees and customers on their journey to get things done in the most efficient and intuitive way possible – we take the Z out of A-to-B. We use conversational natural language during our journeys because that's how we communicate effectively in the real world – and with the appropriate level of empathy.

ORCHESTRATION. MYWAVE'S AI brain recognizes multi-intent to dynamically shape a journey that meets all of the customer's needs. It also allows learning-based journeys to be dynamically re-shaped or escalated in real time based on customer feedback and mood should they not be finding the outcome they need.



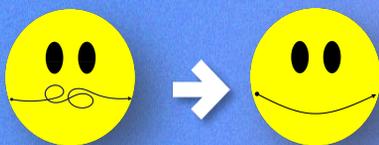
JOURNEY MAPS.

We commonly begin by mapping macro-journeys to help identify points of employee or customer frustration or unmet opportunity.

We then sub-map processes in identified areas of interest to create current and optimized flows.

MyWave's rapid prototyping tools allow new journeys to be quickly visualized and tested.

MYWAVE SOLVES PROBLEMS



BOOSTING SALES CONVERSION. MYWAVE guides customers through planning and booking flows to make planning an adventure, right through to completing a booking, easy and intuitive.

GROWING PRODUCTIVITY. Call centers and agents typically have the hardest time when changes occur. MYWAVE automates up to 80% of rebooking journeys – following prioritized business rules (airline status, unaccompanied minor, etc.), while also placing the customer in charge of their changes.

FRICTIONLESS TRAVEL. MYWAVE acts as an on-the-day concierge – assisting customers to be prepared for their flight in advance (e.g. health declarations) and guiding them through the airport experience to their gate.

MAKING TRAVEL FUN. MYWAVE uses AR and other design tools to make getting things done enjoyable. For example, bonus loyalty points can be collected using AR from a travel avatar as a reward for getting to the gate on time.

