

# Customer Experience in a Digital World

**SHELDON HEE**  
GENERAL MANAGER UK & IRELAND



17:30	SIA ↓	JAKARTA	SQ182	
18:00	SIA ↓	BANGKOK	SQ68	
18:10	SIA ↓	JAKARTA	LH778	
18:35	SIA ↓	PHUKET	M1758	SQ5058 11-
18:45	SIA ↓	JAKARTA	SQ188	07-08
18:45	SIA ↓	PENANG	SQ198	MH9028 07-08
18:50	SIA ↓	DHAKA	SQ438	07-08
18:50	SIA ↓	KUCHING	M1378	MH9032 11-
			SQ5078	11-
18:55	malaysia	KUALA LUMPUR	MH616	12-
19:00	SIA ↓			07
19:00	SIA ↓	HONG KONG	SQ868	0
19:00	SIA ↓	KALSRTZ	SR5**	SQ2801
			SQ5078	
19:55	malaysia	KUALA LUMPUR	MH616	
20:00	SIA ↓	BALI	SQ148	
20:00	SIA ↓	HONG KONG	SQ868	

Change is constant.



17:30	SIA	JAKARTA	SQ182	
18:00	SIA	BANGKOK	SQ68	
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Intense  
Competition

Geopolitical  
Concerns

Oil Price  
Volatility



A black and white photograph of three women from an Asian culture, likely the Philippines, wearing traditional patterned blouses. They are all smiling and looking towards the right. The woman on the left has a bob haircut, the middle woman has her hair in a bun, and the woman on the right has shoulder-length hair. The text "Our heritage is built on service & innovation." is overlaid on the image, with "heritage" in yellow and the rest in white.

Our **heritage** is built on service & innovation.

# Singapore Airlines through the years



## 1940s

**1947**  
The Maiden flight of Malayan Airways Limited (MAL) takes off from Singapore's Kallang Airport.

## 1960s

**1966**  
MAL becomes Malaysia-Singapore Airlines (MSA).

**1968**  
French Couturier Pierre Balmain designs the comely sarong kebaya uniform for MSA stewardesses.



## 1970s

**1972**  
MSA splits into Malaysian Airline System (MAS) and Singapore Airlines (SIA).

The Singapore Girl icon is created.

## 1980s

**1981**  
The first Singapore Airlines A300 Superbus went into service in February 1981, and the first B747-300 in May 1983.

**1989**  
Singapore Airlines became the first airline to operate a B747-400 on a commercial flight across the Pacific.



## 1990s

**1995**  
KrisWorld, an advanced inflight entertainment system, is launched across all classes.

## 2000s

**2004**  
SIA launches the world's longest non-stop commercial flight between Singapore and the US.

**2007**  
SIA is the first airline in the world to fly the A380, the world's largest passenger plane.

## 2010s

**2013**  
Singapore Airlines unveils the next generation of cabin products that set the new industry benchmark for premium air travel.

**2017**  
Singapore Airlines launches the latest standard in First Class Suites on our retrofitted Airbus A380s

## 2018

Singapore Airlines is first to fly the B787-10

Singapore Airlines re-launches the world's longest non-stop service from Singapore to New York with A350-900 ULR aircraft





# Investing in our strengths

## FLEET

In support of fleet modernisation and expansion, we placed orders for more than US\$50B of aircraft.

## NETWORK

140 cities as a Group, including the world's longest flight.

## SERVICE

US\$1B+ on fleet-wide cabin upgrades since 2016.

## DIGITAL

Several hundred million dollars being invested in IT.



Significant investments in **product innovation**  
to help us maintain our standing.



A world map is centered on the page, rendered in a teal color. The map is made of crumpled paper, giving it a textured, three-dimensional appearance. The background is a light grey, also made of crumpled paper. The text "Ever-increasing network connectivity" is overlaid on the map, with "connectivity" in yellow and the rest in white.

Ever-increasing network connectivity

A photograph of two women walking along a cobblestone path next to a canal in Singapore. They are wearing traditional Singaporean attire, specifically a blue and white patterned kebaya and sarong. The canal is lined with traditional wooden buildings and a bridge is visible in the background. The scene is set during the day with some trees showing autumnal colors.

**Service excellence** will always be a crucial differentiator for Singapore Airlines.



[TRANSFORMATION JOURNEY]

Realigning how we do business.



Working towards a digital future,  
with technology as a key **enabler**.



Digital is an **enabler** of the SIA experience.



Our **legacy and heritage** guides our digital response.



Enabling us to find the **right people to develop**

The background features several semi-transparent data visualizations. In the upper left, there is a bar chart with approximately 10 bars of varying heights. In the upper right, a line graph shows data points connected by lines, with a y-axis ranging from 2700 to 3100. In the lower right, another bar chart shows an increasing trend in 10 bars, with a y-axis from 0 to 100. The overall aesthetic is professional and data-driven.

## Positioning ourselves for growth...

Cultivating a digital culture.

Building digital capabilities.

Revamping technical infrastructure


Collaborating with external communities.





[Cultivating a digital culture]

Preparing our **workforce** for the digital era.



[Cultivating a digital culture]

Reimagining how we **operate**  
through a digital innovation ecosystem.



[Cultivating a digital culture]

Enabling **proactive customer servicing** and **collaboration among frontline units** with digital tools.

A woman with dark hair pulled back, wearing a blue top with intricate gold and red patterns, is smiling warmly. She is holding a glass of amber-colored liquid. In the foreground, the back of a person's head and shoulder is visible, out of focus. The background is a simple, light-colored wall.

[BUILDING DIGITAL CAPABILITIES]

Improved **Personalisation** in the digital age.

[BUILDING DIGITAL CAPABILITIES]

Quick & easy access to information –  
through an enhanced, more **Personalised** website experience.







[BUILDING DIGITAL CAPABILITIES]

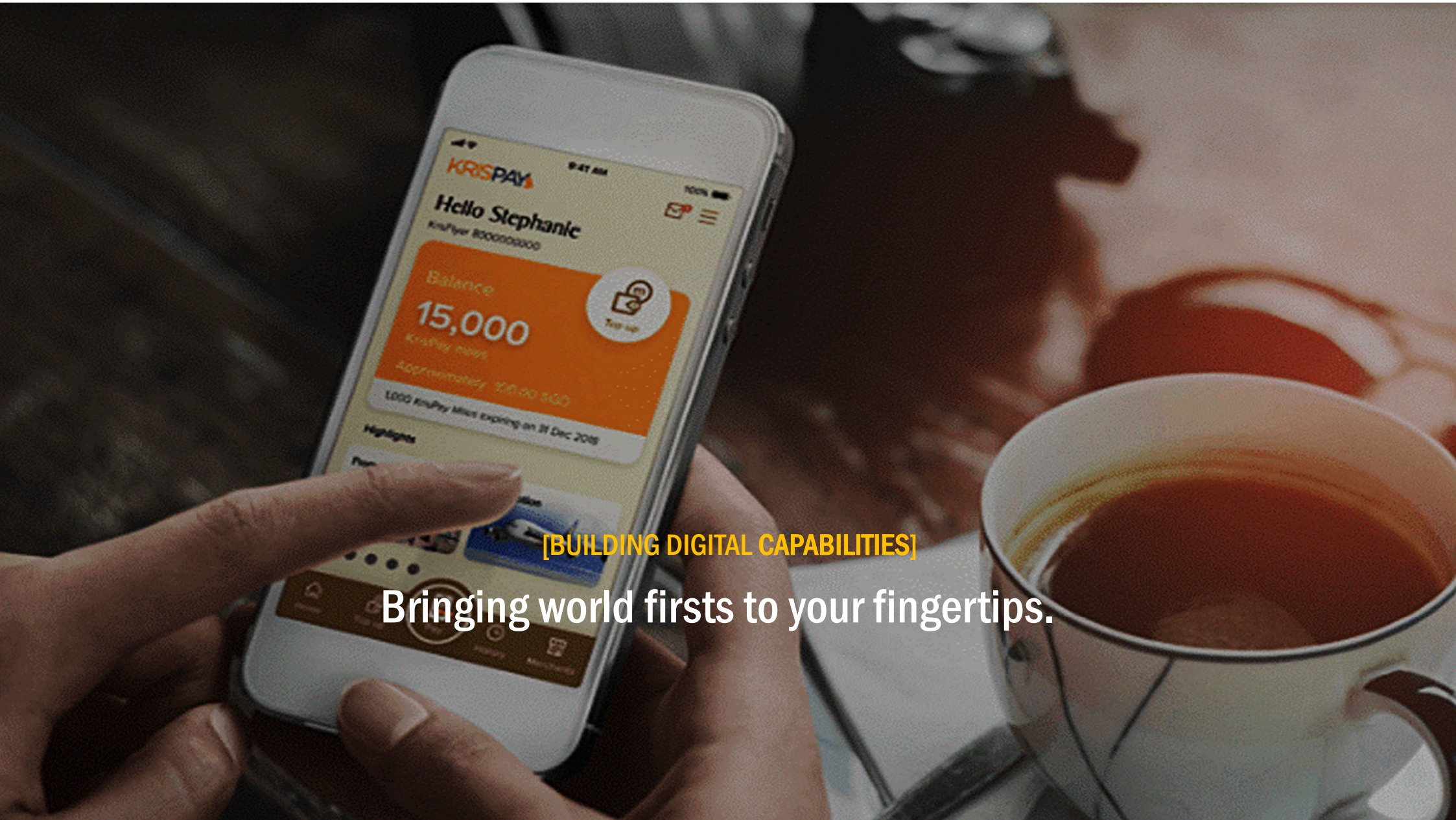
One **price** does not fit all.

A person is using a smartphone to interact with a ride's digital interface. The smartphone screen shows the 'KEYWORLD' logo, 'LET'S BEGIN', and 'WELCOME ABOARD'. The ride's screen also displays the 'KEYWORLD' logo, 'LET'S BEGIN', and 'WELCOME ABOARD'. The person is holding the smartphone in front of the ride's screen, and their finger is touching the screen. The background is blurred, showing a person in a dark shirt.

[BUILDING DIGITAL CAPABILITIES]

Greater **Empowerment** and **Control** at your fingertips.





[BUILDING DIGITAL CAPABILITIES]

Bringing world firsts to your fingertips.

[BUILDING DIGITAL CAPABILITIES]

Not just the front-end : Achieving **optimised** operations  
with technology.



A hallway with seven closed white doors in a row against a grey wall. The doors are evenly spaced and have black frames. The floor is dark and reflective, showing the doors and the wall. The lighting is soft, coming from the top, creating a slight gradient on the wall.

[BUILDING DIGITAL CAPABILITIES]

Understanding **risk** better through data analytics.

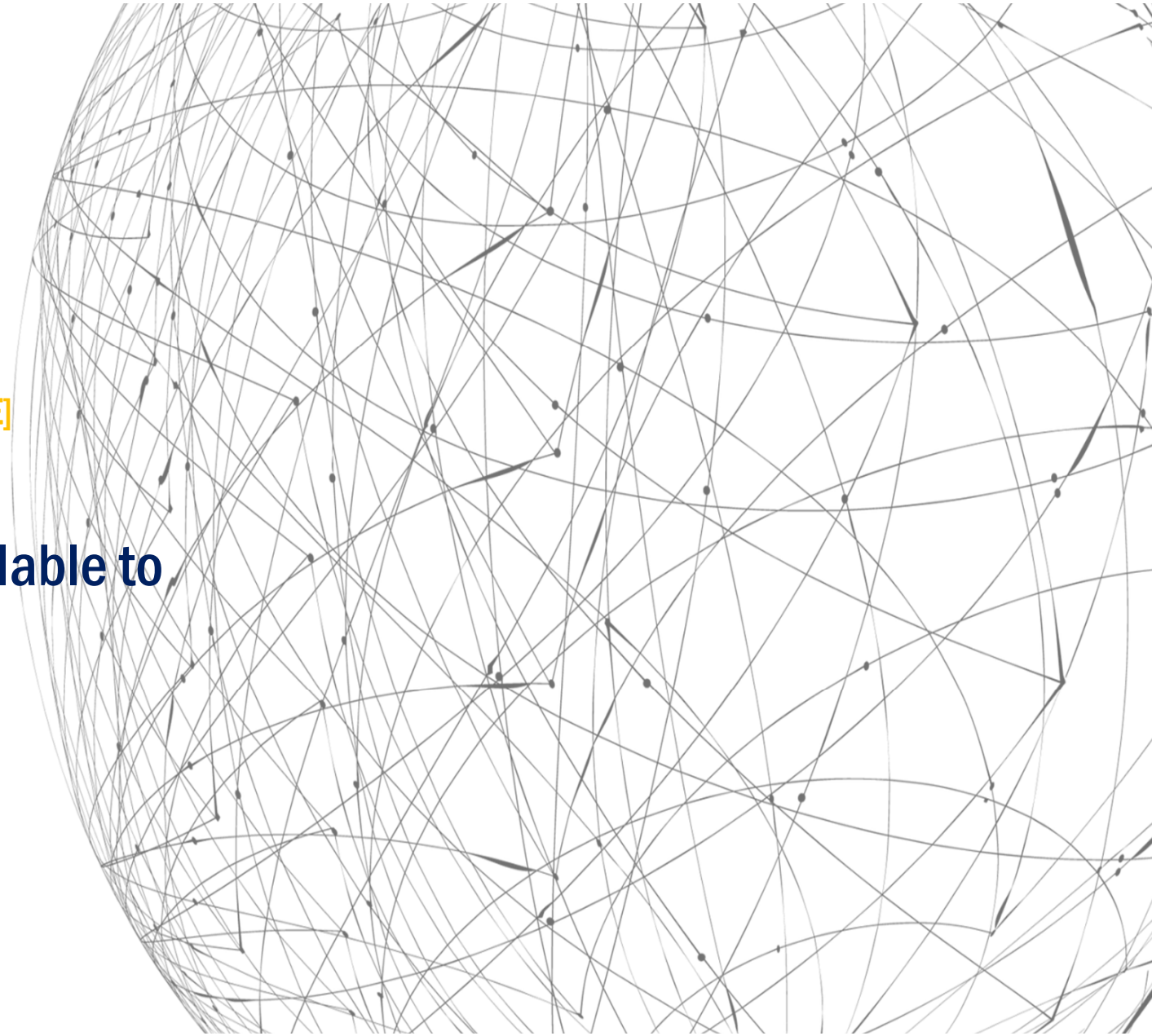
A man in a white shirt is shown in profile, looking towards the right. He is in a data center or control room, with several large monitors in the background displaying various charts and graphs. The scene is dimly lit, with the primary light source coming from the screens. The overall atmosphere is professional and focused on technology.

[REVAMPING TECHICAL INFRASTRUCTURE]

Building a **modern technology infrastructure**  
to drive our digital transformation.

[REVAMPING TECHICAL INFRASTRUCTURE]

**Making information and  
functionalities readily available to  
partners.**



## [COLLABORATING WITH EXTERNAL COMMUNITIES]



**Creating new possibilities through co-innovation.**



**We want to keep changing the game.**



Orchestrating **seamlessly** and **consistently** across the globe.



We hear you,  
in more ways  
than ever.





Every flight is a personal journey.



**SINGAPORE  
AIRLINES**

[www.singaporeair.com](http://www.singaporeair.com)