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vueling
MOBILE



Vueling in a nutshell

Our Mobile journey

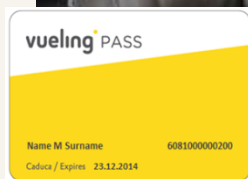
Empowering our clients through mobile channel

Vueling model: Premium Low Cost



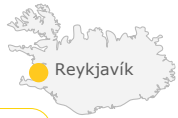
Low cost model

- Single aircraft model
- High fleet utilization
- Low cost base
- High punctuality
- High crew productivity
- Short turnarounds
- No crew night-stops
- Ancillary revenue



Premium service delivery

- Business class: VIP lounge, unlimited catering...
- 45% business passengers
- Connecting flights
- Main airports and terminals
- Flexible fares
- Multiple daily frequencies



104
Aircraft

350
Routes

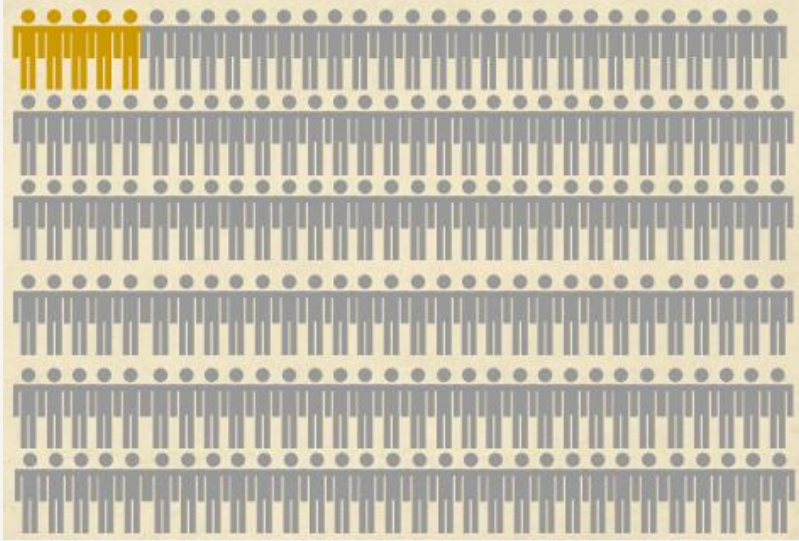
23
Bases

156
Destinations

>25M
Pax



2014: Mobile at Vueling

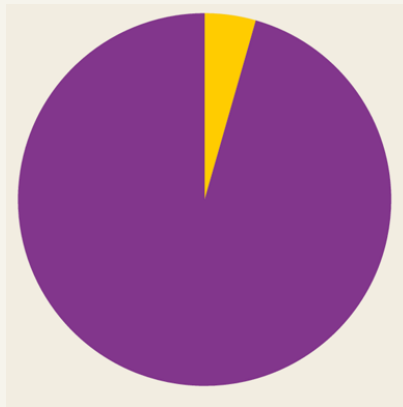


+5 Passengers per flight

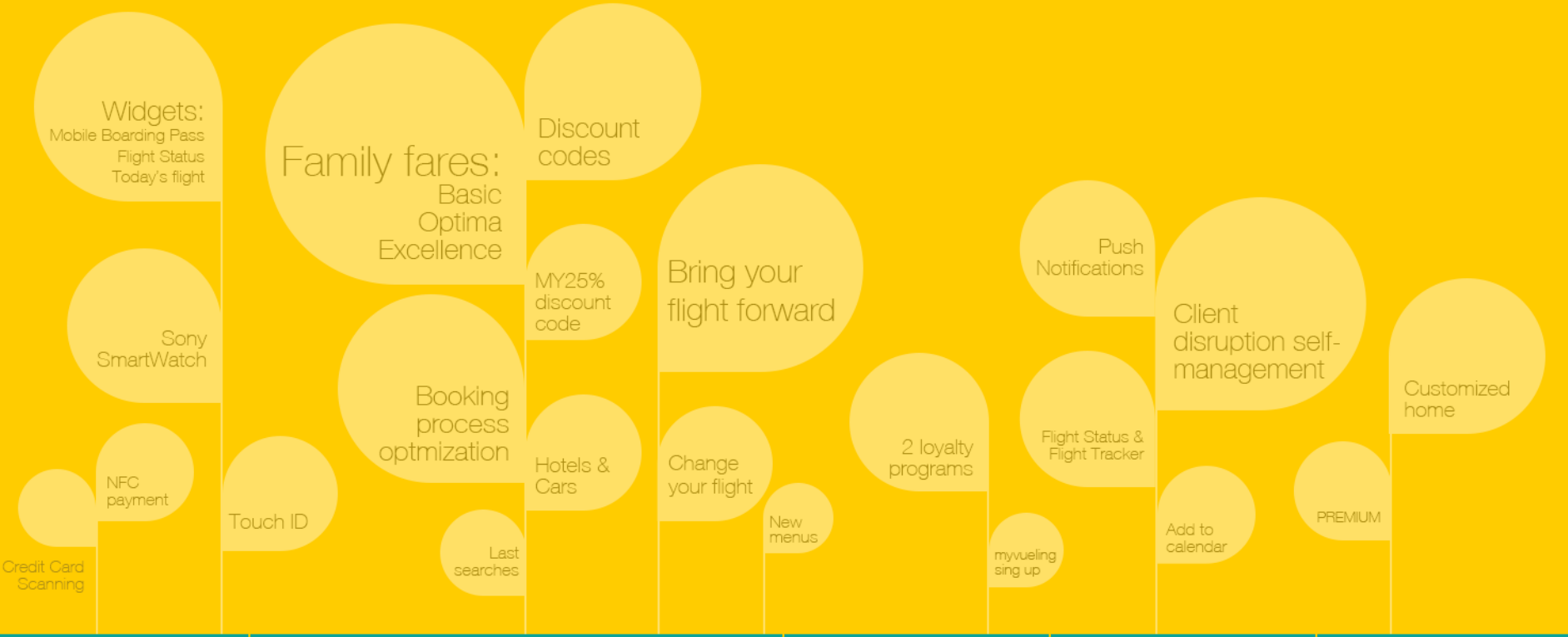


>10% Checkin

+ 3% total Revenue







Innovation

Conversion & Optimization

Engagement

Customer experience

Personalization

Widgets:
Mobile Boarding Pass
Flight Status
Today's flight

Sony
SmartWatch

NFC
payment

Touch ID

Credit Card
Scanning

Family fares:
Basic
Optima
Excellence

Discount
codes

MY25%
discount
code

Booking
process
optimization

Hotels &
Cars

Last
searches

Bring your
flight forward

Change
your flight

New
menus

2 loyalty
programs

Push
Notifications

Flight Status &
Flight Tracker

myvueling
sing up

Client
disruption self-
management

Add to
calendar

PREMIUM

Customized
home

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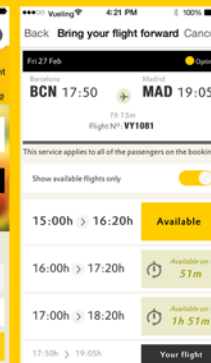
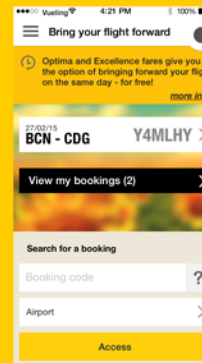
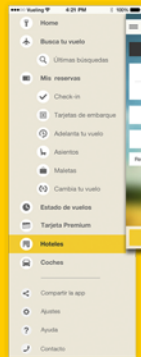
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Credit Card Scanning

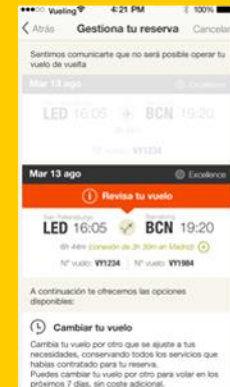
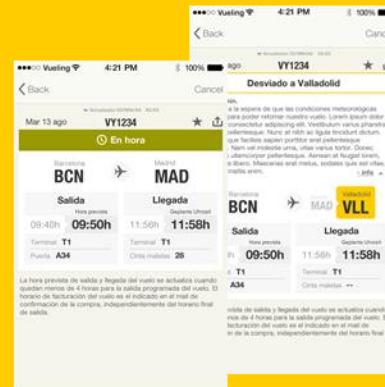
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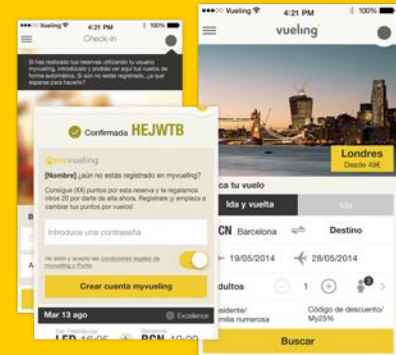
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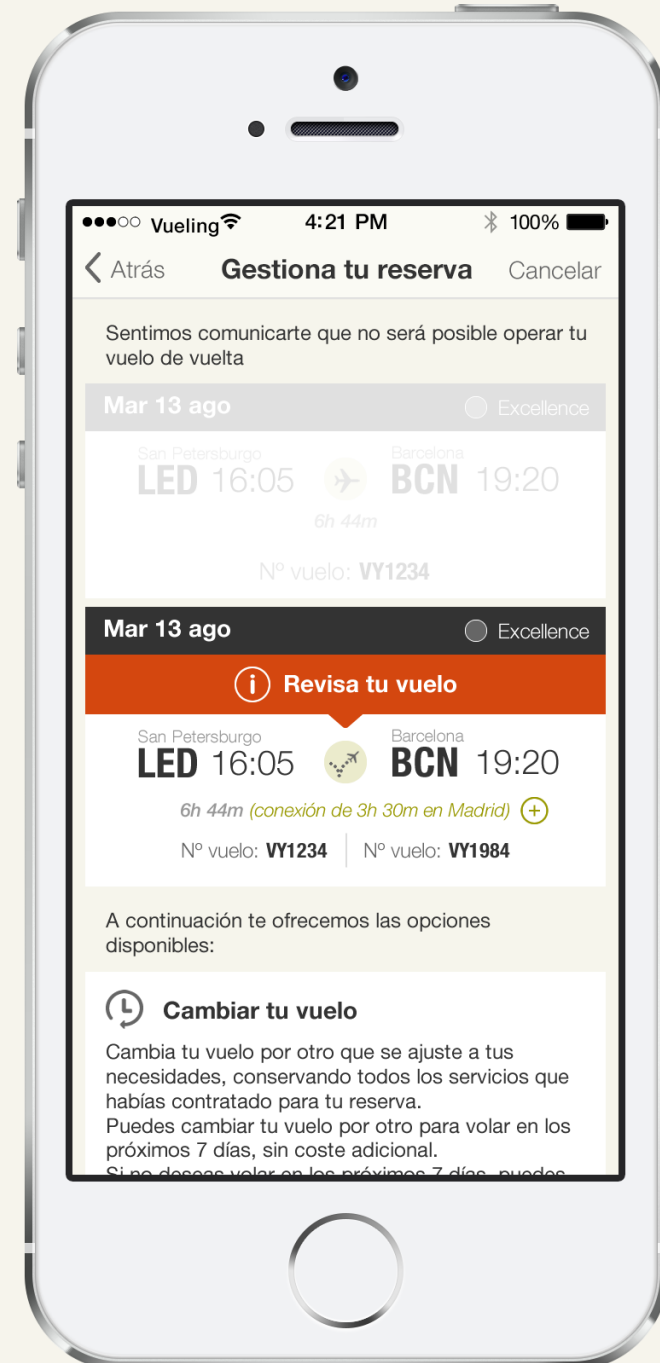
Client self management

Operational change:

SMS

eMail

Push notification



Client self management

Operational change

1 click ticket refund



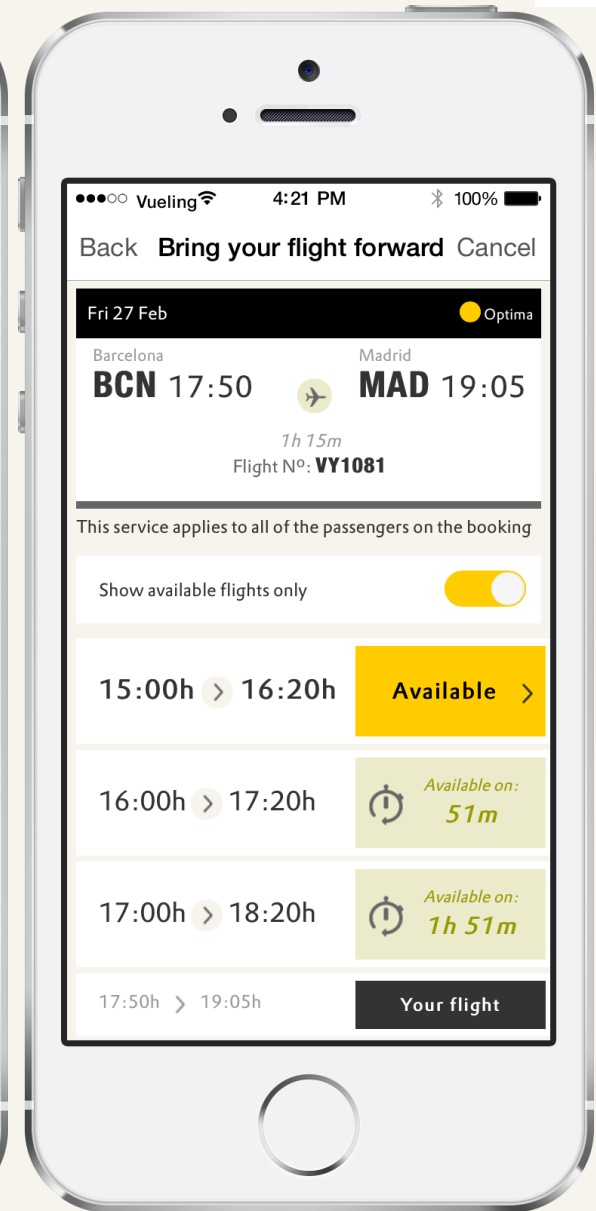
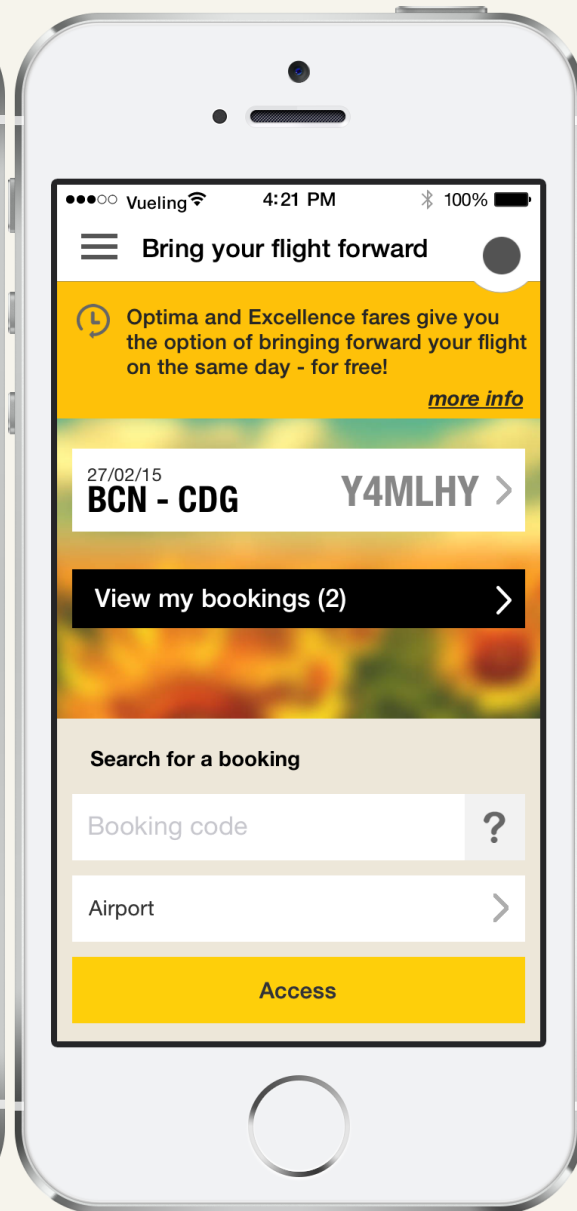
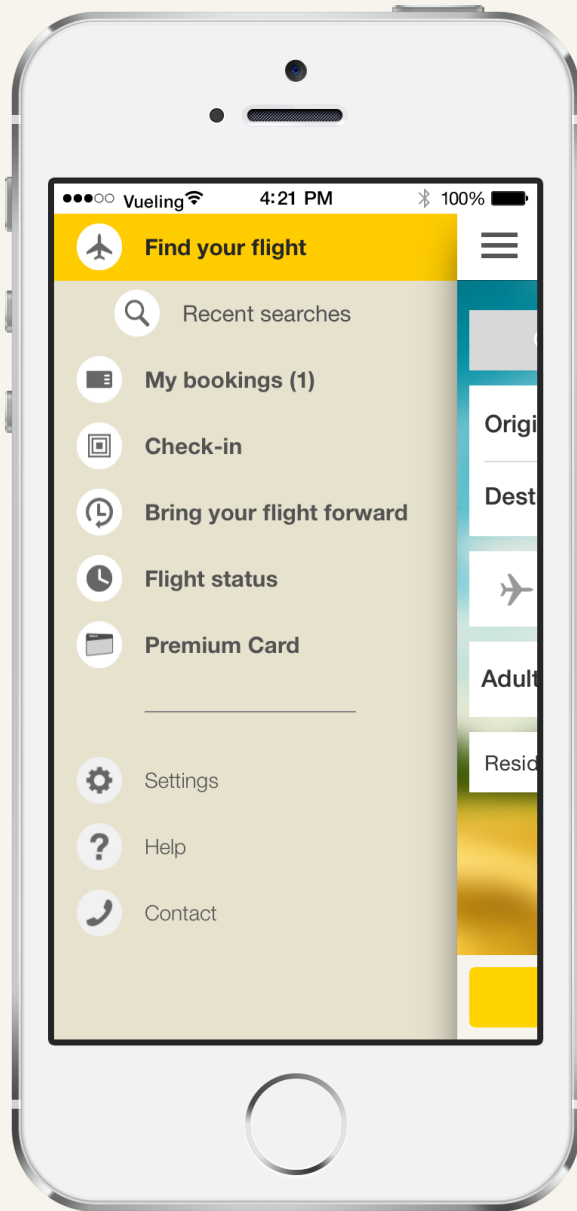
Client self management

Operational change

1 click change flight



Bring your flight forward



Thank you

Marion Bauer
e&mCommerce Director, Vueling
@marionbauer

