



**Customer Innovation Venues**  
**Revenue Generation and Service Evolution**  
**The Evolving Model**

SEP 21, 2010

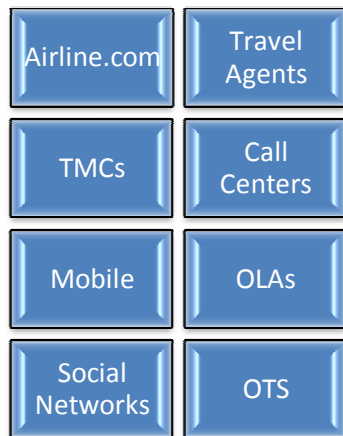
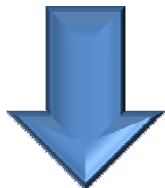
**Continental Airlines**

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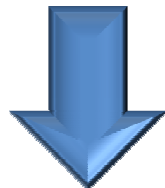
**Work Hard.**  
**Fly Right.™**

# CUSTOMER ENGAGEMENT PREMISE

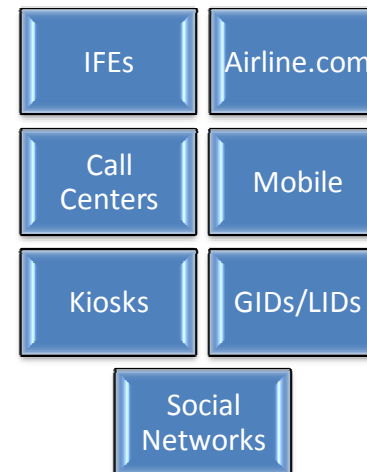
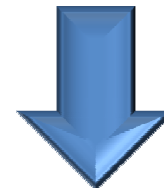
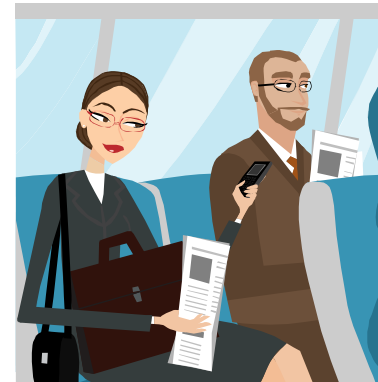
## SHOPPING TICKET PURCHASE



## POST PURCHASE PRE-TRAVEL



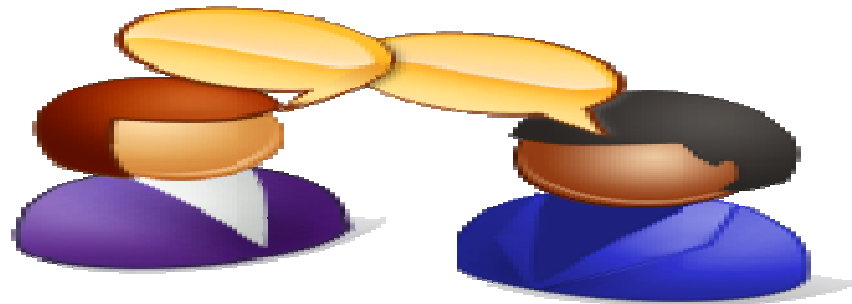
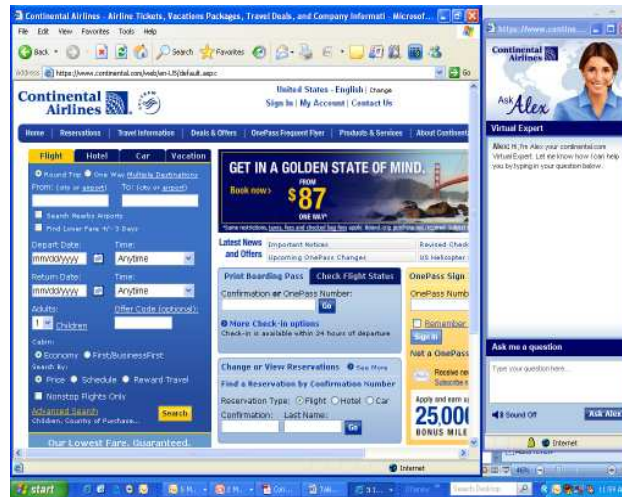
## TRAVEL INFLIGHT



## POST TRAVEL



# Future Customer Interaction Venues



# EVENT/TRAVEL LIFE CYCLE—REVENUE GENERATION

EVENT



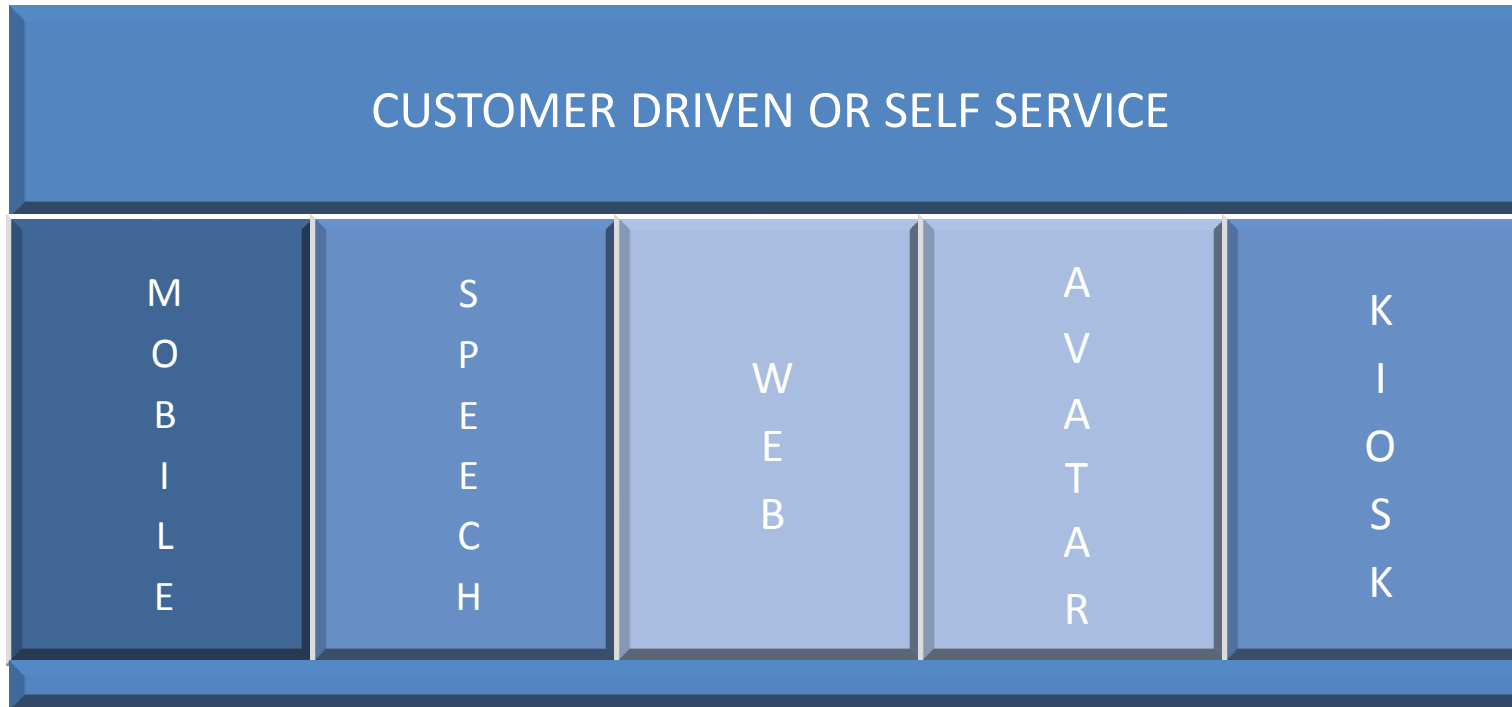
MOTIVATION



SATISFACTION  
APPROACH



# ENGAGING THE CUSTOMER



**Wired Environment**

- Self Driven
- Minimal human interaction
- Shopping to In-flight Mgmt

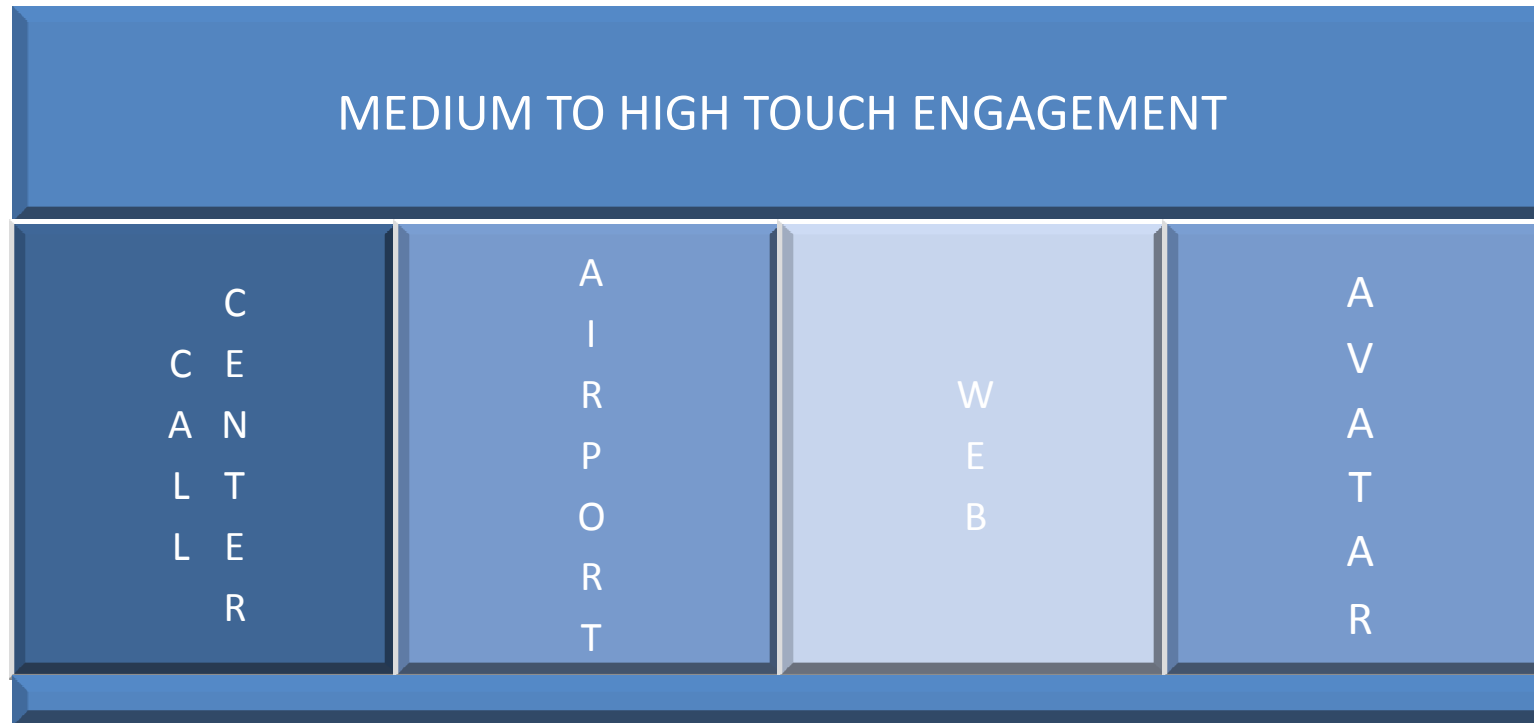
**Integrated Systems**

- Data Intensive
- Intelligent Models
- Integrated Operational and Revenue Decision Making

**New Skill Base**

- Improved Productivity
- Dedicated headcount
- Proactive Workforce

# ENGAGING THE CUSTOMER



### Wired Environment

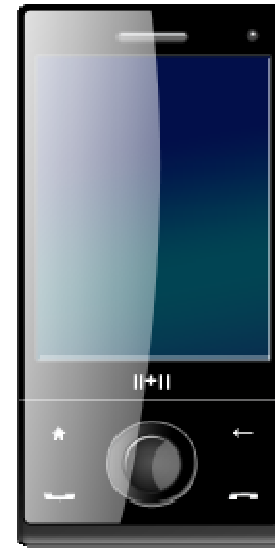
- Choice Driven Service
- Assisted human/Avatar interaction
- Shop to In-flight Mgmt
- Service Delivery Systems

### Integrated Systems

- Data Intensive
- Intelligent Models
- Integrated Operational and Revenue Decision Making tools

### Capable Frontlines

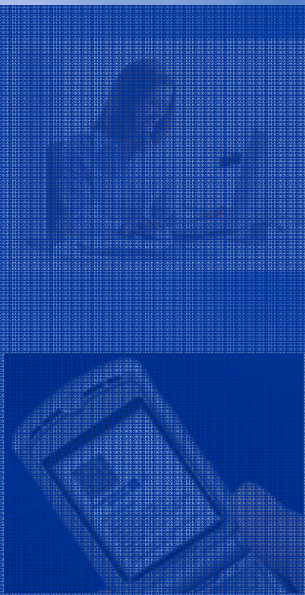
- Productivity gains
- Service Delivery Tools
- Proactive Workforce



# MOBILE VENUE



# A Proven Track Record of Innovation



WORLD'S MOST  
ADMIRABLE  
COMPANIES



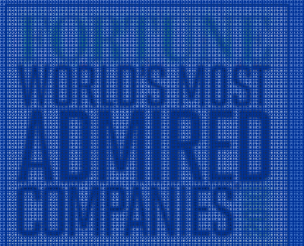
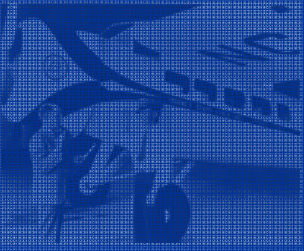
# Why Mobile Boarding Passes?

Online Check-in - 2003

40% usage - 2007

Return trip usage low

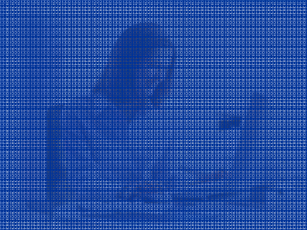
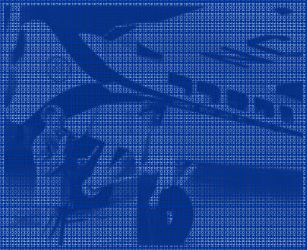
Smartphone usage  
growing rapidly



# From Concept to Reality



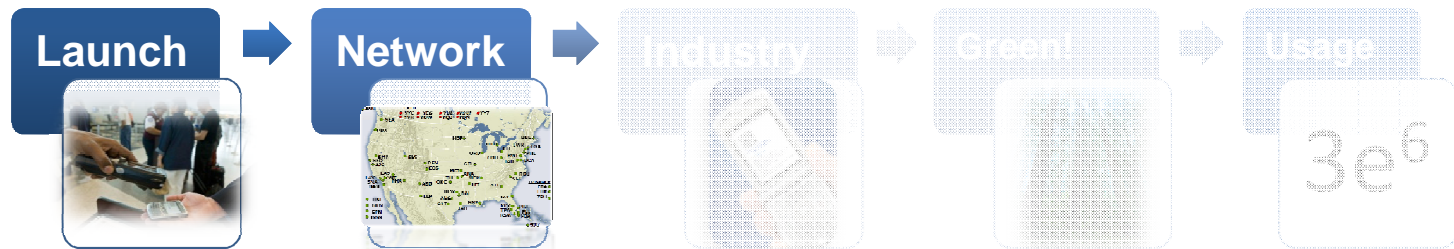
**1<sup>st</sup> in the US  
IAH – Nov '07**



WORLD'S MOST  
ADMIRED  
COMPANIES

**Continental  
Airlines** 

# From Concept to Reality



# From Concept to Reality



CO led industry-wide collaboration to create standards to enable wide-spread adoption.



Transportation  
Security  
Administration



World's Most  
Admired  
Companies

Continental  
Airlines 

# From Concept to Reality



>3,000,000 Mobile Boarding  
Passes



8,333 Sheets of Paper per  
Tree



**>360 Trees Saved!**

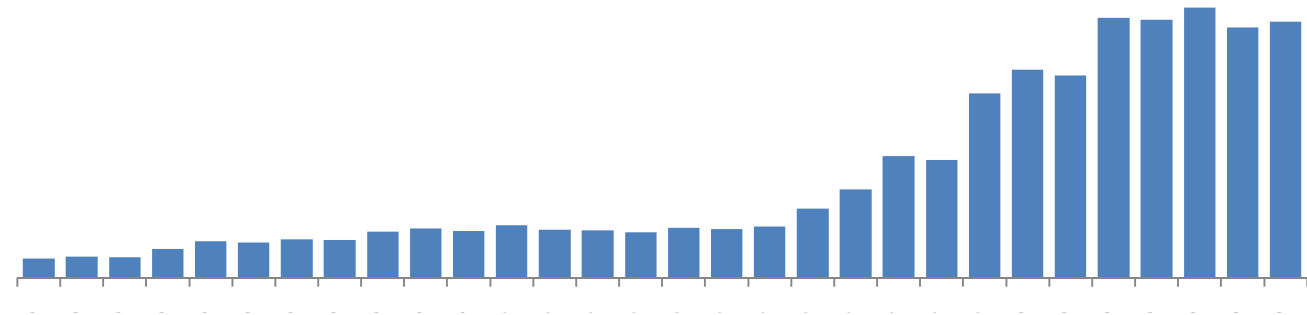


# From Concept to Reality



**Continental Airlines**  
Mobile Boarding Pass Monthly Usage

**More than 3,000,000  
uses since launch!**



# Thank You



Seat: **17J**  
Gate: **E18** Gate May Change:  
Check Before Departure  
Seq: 175



MILLER/JAREDK  
**MON 09 AUG 2010**

Flight: **CO 4**  
Board Time: **5:35 PM**  
Depart: Houston-Bush Intl - 6:25 PM  
Arrive: London-Heathrow - 9:35 AM

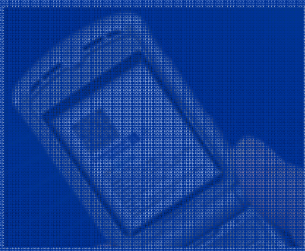
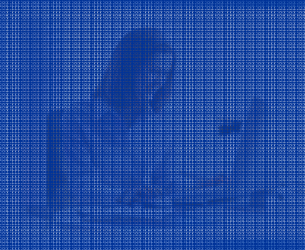
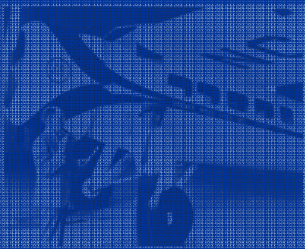
Economy (Y)  
Confirmation: D139FG  
OnePass: PS3B03

#### Helpful Hints

- Save this page for quicker retrieval. Many phones have a "Save Page" option.
- Barcode should be approximately one inch by one inch for optimal scanning.
- Check flight status, standby lists, and more at [pda.continental.com](http://pda.continental.com)

Not valid if printed. This boarding pass must be displayed on your mobile phone or PDA.

A STAR ALLIANCE MEMBER 



## Enhanced Flight Information



### First Class Upgrade Information

**Continental Flight 541**  
Los Angeles, CA (LAX) to  
Houston, TX (IAH - Intercontinental)  
Mon., Aug 4, 2008 at 4:40 PM  
Boeing 737-900

**Capacity:** 18  
**Booked:** 16  
**Checked In:** 13

This information will change frequently.  
This page was last [refreshed](#) Mon., Aug  
4, 2008 3:39 PM Los Angeles, CA (LAX)  
local time

### Customers Upgraded into First

**Class:**

- ✓ DIT, E. 2B
- ✓ MAR, A. 3A
- ✓ MAR, D. 3B
- ✓ SCH, H. 5E

### Upgrade Standby List\*:

1. LAN, T.
2. TON, S.
3. LEE, J.

- ✓ Flight Status
- ✓ Upgrade Standby List
- ✓ Flight Standby List
- ✓ Seat Map
- ✓ Inflight Amenities

[pda.continental.com/info](http://pda.continental.com/info)  
or  
[www.continental.com/info](http://www.continental.com/info)



### Flight Information & Status

#### Flight Number:

#### Departure Date:

#### Option:

- View Flight Status
- View Seat Map
- View Flight Standby List
- View Upgrade Standby List
- View Inflight Amenities

[Don't Know Flight Number](#)[Home](#)[Legal Notices](#) [Privacy Policy](#)

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### Flight Standby List Information

#### Continental Flight 1646

Houston, TX (IAH - Intercontinental) to

Chicago, IL (ORD - O'Hare)

Mon., Jan 21, 2008 at 10:30 AM

B737-300

**First Class** :Available**Economy Class**:Available

This information will change frequently.

This page was last refreshed Mon., Jan 21, 2008 9:55

AM Houston, TX (IAH - Intercontinental) local time

#### Customers Cleared with Seats Assigned:

✓ ROT/B 16E

#### Flight Standby List:

1.ALL/Z

2.LOND

#### Frequently Asked Questions:

[How do I know if I'm on the list?](#)[What if I'm not on this list but should be?](#)[How is the standby list prioritized?](#)[Why does this list keep changing?](#)[What if I'm standing by for First Class?](#)

### First Class Upgrade Information

#### Continental Flight 1646

Houston, TX (IAH - Intercontinental) to

Chicago, IL (ORD - O'Hare)

Mon., Jan 21, 2008 at 10:30 AM

B737-300

**Capacity:** 12**Booked:** 11**Checked In:** 8

This information will change frequently.

This page was last refreshed Mon., Jan 21,

2008 10:30 AM Houston, TX (IAH -

Intercontinental) local time

#### Customers Upgraded into First Class:

✓ CHUM 3F

#### Upgrade Standby List:

1.LEWS 6A

2.DUN/P 14A

3.DAV/P 14D

4.JBA/E 9D

#### Frequently Asked Questions:

[How do I know if I'm on the list?](#)[What if I'm not on this list but should be?](#)[How are upgrades prioritized?](#)[Why does this list keep changing?](#)

### Inflight Amenity Information

#### Continental Flight 1646

Houston, TX (IAH - Intercontinental) to

Chicago, IL (ORD - O'Hare)

Mon., Jan 21, 2008 at 10:30 AM

B737-300

#### Complimentary Food

First Class:Lunch

Main Cabin:Snack

#### Beverages

Non-alcoholic refreshments are complimentary.

Alcoholic beverages are available for USD \$5 or one

Continental Currency coupon in the Main Cabin and are

complimentary in First Class. Continental Currency may

be purchased from any airport kiosk (discounts

available for multiple coupons)

#### Inflight Entertainment

Not offered on this flight

#### Inseat Power

Not offered on this flight

#### Seating

First Class: 2-2 seating layout throughout most of the

cabin. Seats have a 21 inch width with 37 inches of

legroom and 7.5 inches of recline Economy Class: 3-3

seating layout throughout most of the cabin. Most seats

have a 17.2 inch width\*, 31 inches of legroom and 6

inches of recline. \* Seats in rows 24 and 25 have a

16.2 inch width

#### Aircraft

Boeing 737-300 Capacity: 124 (12 First Class, 112

Economy Class) Cruise Speed: 491 mph Propulsion:

Two CFM56-3B1 turbofan engines rated at 20,000 lbs

of thrust each Wingspan: 94 feet, 9 inches

# MOBILE SERVICE VENUE

IROP Management Apps

Exclusive Service Apps

Airport Experience Apps

Onboard Experience Apps

# AVATAR VENUE

# ALEX OUR VIRTUAL EXPERT

The image displays a screenshot of the Continental Airlines website interface, featuring a flight search form, promotional banners, and a virtual expert chat window.

**Continental Airlines - Airline Tickets, Vacations Packages, Travel Deals, and Company Informati - Microsof...**

File Edit View Favorites Tools Help

Address <https://www.continental.com/web/en-US/default.aspx>

United States - English | Change  
Sign In | My Account | Contact Us

Home | Reservations | Travel Information | Deals & Offers | OnePass Frequent Flyer | Products & Services | About Continental

**Flight** | Hotel | Car | Vacation

Round Trip  One Way  Multiple Destinations

From: (city or airport) To: (city or airport)

Search Nearby Airports  
 Find Lower Fare +/- 3 Days

Depart Date: mm/dd/yyyy Time: Anytime

Return Date: mm/dd/yyyy Time: Anytime

Adults: 1 Children Offer Code (optional):

Cabin:  Economy  First/BusinessFirst

Search By:  Price  Schedule  Reward Travel

Nonstop Flights Only

[Advanced Search](#)

Our Lowest Fare. Guaranteed.

**GET IN A GOLDEN STATE OF MIND.**  
Book now > FROM **\$87** ONE WAY\*

\*Some restrictions, taxes, fees and checked bag fees apply. Round-trip purchase not required. Subject to availability.

**Latest News and Offers**

Important Notices Revised Check  
Upcoming OnePass Changes US Helicopter

**Print Boarding Pass** **Check Flight Status**

Confirmation or OnePass Number:

**More Check-in options**  
Check-in is available within 24 hours of departure

**Change or View Reservations** [See More](#)

**Find a Reservation by Confirmation Number**

Reservation Type:  Flight  Hotel  Car

Confirmation:  Last Name:

**OnePass Sign In**

OnePass Number:

Remember Me

Not a OnePass Member? [Sign Up](#)

Receive new offers. Subscribe now.

Apply and earn up to **25,000 BONUS MILE**

**Ask Alex**

Ask Alex  
Virtual Expert

Alex: Hi, I'm Alex your continental.com Virtual Expert. Let me know how I can help you by typing in your question below.

Ask me a question

Type your question here...

Internet 46%

start 5 M... 2 M... Con... Taki... 3 I... OTammy Search Desktop 11:59 AM

# ALEX OUR VIRTUAL EXPERT

## Always there

Alex is easy to launch from any page on continental.com

## No need for lingo

She understands your intent, not just key words

## Navigates for you

Instead of serving up search results, she'll take you to the page that best answers your question



## A great shortcut

Alex can get your policy questions answered, or even kick-start a transaction

## Quick Learner

Alex doesn't know everything, but we have a dedicated team to make sure she gets smarter every day

## Not just for rookies

Whether you're a novice or an everyday user, Alex is the fastest way to get around continental.com

# AVATAR VENUE

Shopping Management Apps

Pre-travel management Apps

Onboard Management Apps

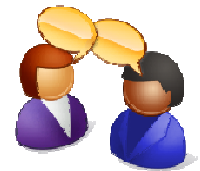
Post-travel management Apps

# AVATAR FUTURE

## Customer Driven Shopping

- Destination Triggers
- Travel Date Triggers
- Target Fare Triggers
- Deal Finders

Customer Interaction Venues

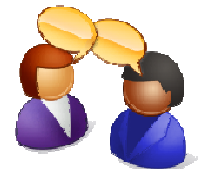


# AVATAR FUTURE

## Personalized Virtual Adventurer

- Explore New Destinations
- Simulate Airport Arrival Experience
- Simulate New Products
- Simulate Service Experience

Customer Interaction Venues

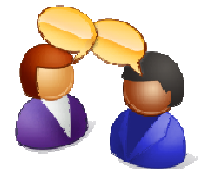


# AVATAR FUTURE

## Personalized Assistant

- Personal Shopper based on preferences
- Up-sell and Cross-sell facilitator
- UGC purveyor
- Service resolution provider
- Service assistant and advocate
- Relationship champion

Customer Interaction Venues



# NEW MEDIA VENUES

# ENGAGING THE CUSTOMER

