

Key

- Significant
- Moderate
- Minimal



Generative AI's Impact on the Airlines Industry

Offer and Order Management

- Market and Distribute Product
- Fare Quotes
- Omnichannel CX
- Airline Inventory and Pricing
- Issue Order (Ticket and/or EMD)
- Authorize and Process Payments

Strategy and Product Management

- Determine Demand
- Determine Sourcing
- Budget and Target Setting
- Product Development and Testing
- Distribution and Payment Strategy
- Pricing Strategy
- Booking Analytics
- Branding
- Market Research and Analysis

Order Fulfillment

- Pre-Boarding Services
- On Board Services
- Arrival Services
- Transition from/to Partner
- Disruption Management
- Re-issue and Refund Management
- Document Management

Settlement of an Order

- Authorize and Process Payments
- Revenue Accounting
- Billing and Invoicing
- Payment Reconciliation and Audit
- Interline Billing

Finance and Accounts

- Payroll Accounting
- Audit and Regulatory Reporting
- Financial Planning and Analysis
- Customer to Cash
- Internal Audit

Business Support Systems

- Internal Reporting and Search
- Scheduling
- Human Capital Management
- Asset Management
- Safety and Security
- Facilities Management
- Contract Management

Dive into more detail about the benefits of generative AI for airlines in our three-part blog series.

[Read More >](#)

We make digital human™

sutherlandglobal.com
sales@sutherlandglobal.com
1.585.498.2042



Sutherland is an experience-led digital transformation company. Our mission is to deliver exceptionally designed and engineered experiences for customers and employees. For over 35 years, we have cared for our client's customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another. We call it One Sutherland.

