

# JAL's Web & SoLoMo Strategy

*JAL e-Commerce :*  
*providing sales and service*  
*through every channel,*  
*at every moment,*  
*for every customer*

**28th May. 2013**  
**Tom Nishihata**  
**Vice President**  
**Web Sales & Marketing**  
**Japan Airlines**

***Customer Satisfaction No.1  
by FY2016***

***10% or above operating margin  
for 5 consecutive years and 50%  
or above Equity ratio in FY2016***

## ***Basic Policy for Sales and Marketing***

**We have set personalization and Web interaction  
as our top priority and will optimize  
our sales channels to maximize revenue.**

**◆ Web Brand No.1**

**◆ Shift to the Web**

# Our purpose is Maximizing Customer Experience



Create Demand



Pre Flight

Convenience

Daily Life



Destination



- A Day in the Life -

*Touch Points for Customers*



In-Flight



Airport

Sharing of Interests  
(Harmony)

Efficiency

# “Value Web for Life & Travel” 「5 Products」 × 「4 Channels」

*More than 400,000  
Unique Visitors per day*

1. Domestic Air  
Tickets

PC site

2. International  
Air Tickets

[WWW.JAL.CO.JP](http://WWW.JAL.CO.JP)

in Japan

*No.1 Award  
for Web Equity 2012  
of 280 sites in Japan*



3. Domestic Package  
Tours  
(Dynamic Package)

4. International  
Package Tours  
(Dynamic Package)

5. Ancillary Service / Shopping  
(Hotel, Rent-a-car, Insurance etc)

Domestic  
Corporate site  
(JAL ONLINE)



Mobile Site



Overseas Inbound  
Sites [WWW.JAL.COM](http://WWW.JAL.COM)  
in 26 countries

# Web Sales Share in Japan

## Our Own Web Sales Ratio

more than **50%**

Domestic Air Tickets

International Air Tickets

*Domestic  
Passenger  
Revenue*

*International  
Passenger  
Revenue*

*500 Billion Yen*

*400 Billion Yen*

Domestic  
Package Tours

International  
Package Tours

**WWW.JAL.CO.JP**

Call Centers & Airports



# JAL Overseas Inbound Web sites : www.jal.com



**JAL is continuing to promote direct sales growth.  
We have launched Worldwide Web sites in 26 countries  
in Japanese, English and other local languages.**

The screenshot displays the JAL website's flight search interface. On the left, a dropdown menu lists various regions including The Americas, Australia, Europe, Asia, and Oceania. The main content area shows a search bar with fields for 'Search', 'Dates', 'Select', 'Passengers', 'Purchase', and 'Confirmation'. Below this is a 'Step 2 - Select Dates' section with a yellow prompt: 'Please select which date you wish to travel.' The search parameters are 'FROM HONG KONG TO TOKYO' and 'THU 21 MAR 13'. A calendar grid shows dates from Monday to Sunday, with the 21st of March highlighted in red and marked with a downward arrow, indicating the lowest price of 1,713.00 \$. A legend below the calendar explains the symbols: a green dot for 'Cities', a red square for 'Hub', a red circle for 'Destinations', and a blue triangle for 'Connections'. To the right of the search interface is a world map showing JAL's global network with red lines connecting various cities across all continents.

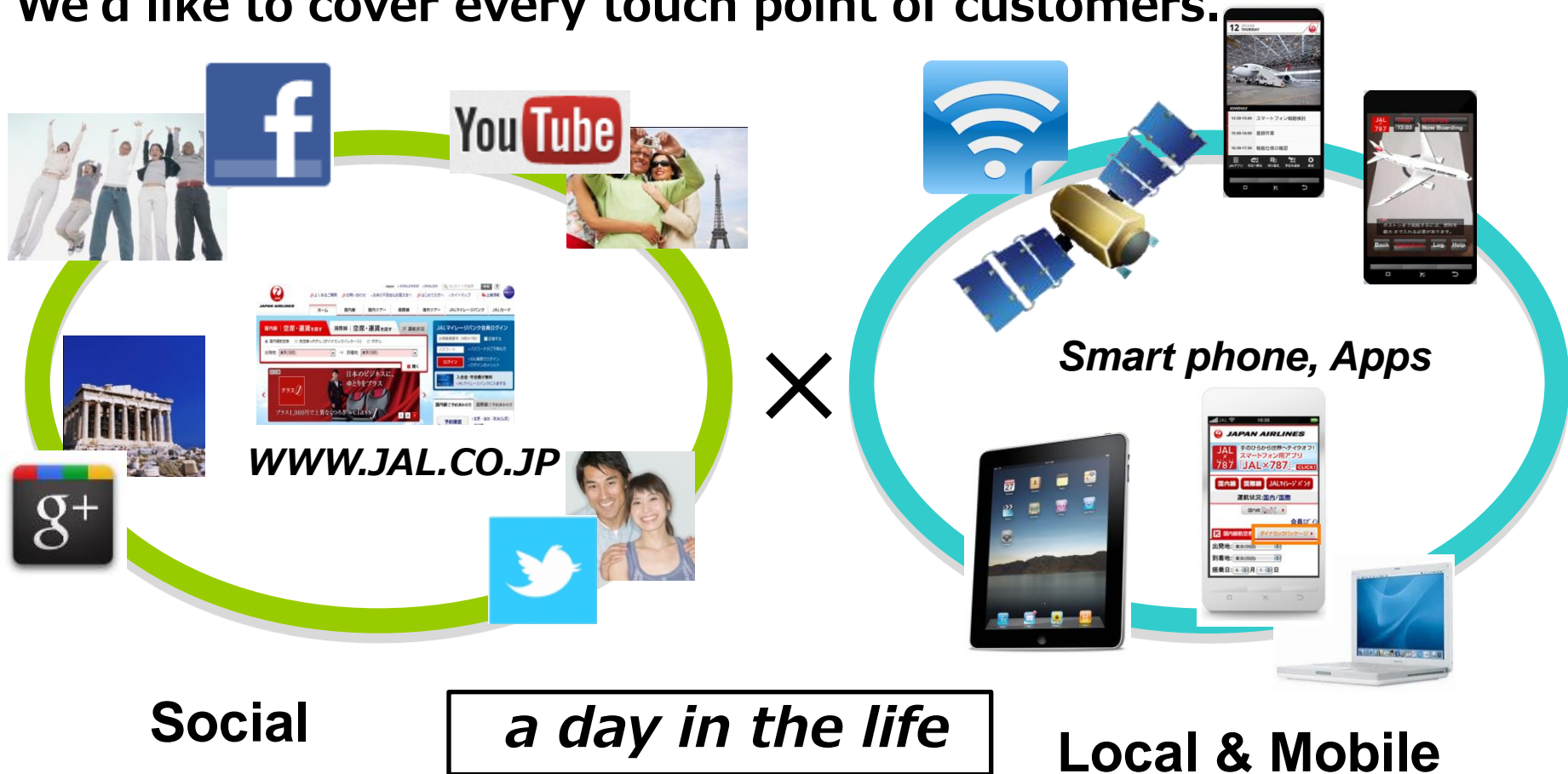
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			○ 14 Mar 2,313.00 \$	○ 15 Mar 2,313.00 \$	○ 16 Mar 2,313.00 \$	○ 17 Mar 2,313.00 \$
○ 18 Mar 2,313.00 \$	○ 19 Mar 1,713.00 \$ ↓	○ 20 Mar 1,963.00 \$	○ 21 Mar 1,713.00 \$ ↓	○ 22 Mar 1,963.00 \$	○ 23 Mar 2,313.00 \$	○ 24 Mar 1,963.00 \$
○ 25 Mar 1,913.00 \$	○ 26 Mar 2,313.00 \$	○ 27 Mar 2,763.00 \$	○ 28 Mar 2,563.00 \$			

**Legend** ↓ Lowest price  
\*Price per adult. †Includes neither taxes nor service fee.  
\*\*The most restrictive conditions apply to the whole itinerary when you purchase a ticket combining two separate fare on a half round trip basis.

**We will continue to enhance these global sites to improve usability and higher look to book ratios.**

# Social & Local & Mobile

JAL recognizes the significance of emerging SNS, Local and Mobile service models around the world.  
Our future solutions will be based on the feedback and needs of our customers.  
We'd like to cover every touch point of customers.



# 14 years history of JAL Mobile Solution



## ■ in 1999

JAL Mobile site launched  
Booking/Purchasing  
/Seat arrangement  
/Canceling and Refund  
/Flight status information etc

## ■ in 2005

WEB Check-in  
QuiC : touch & go service with IC/NFC

## ■ in 2008

QuiC : touch & go service with QR

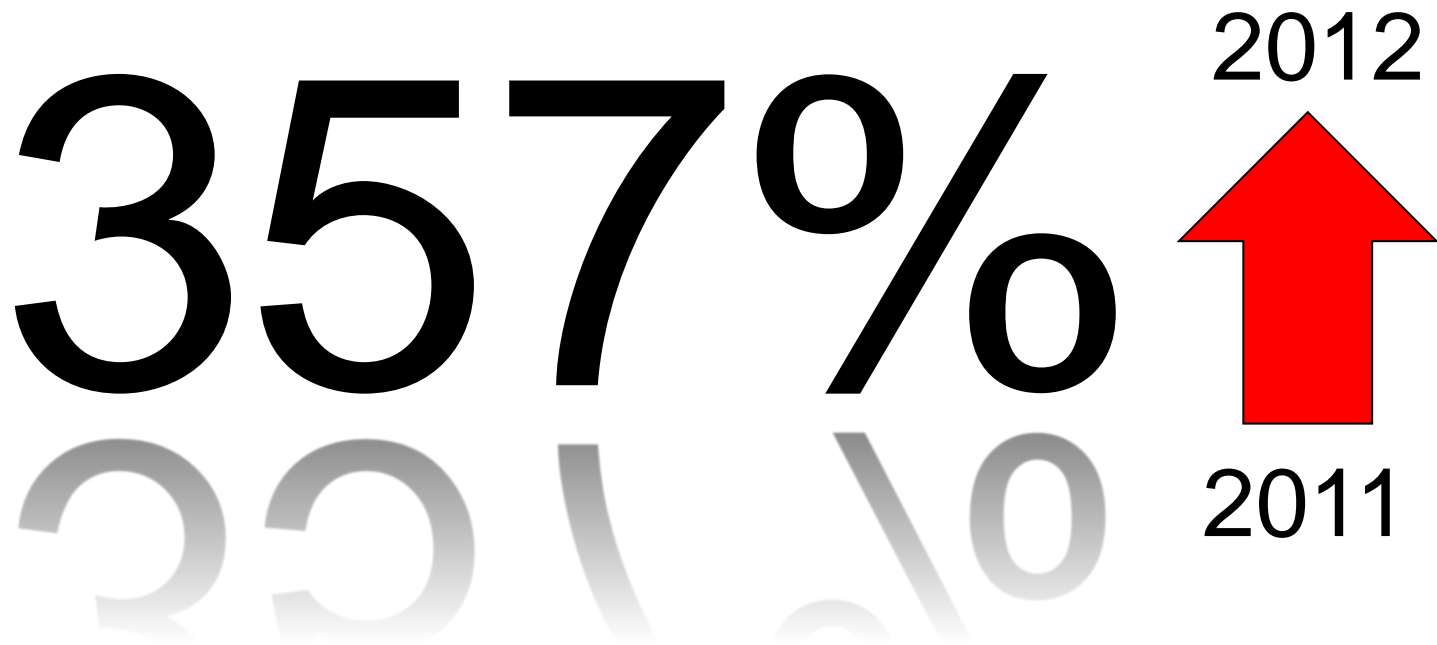
## ■ in 2010

Smart phone web site  
Smart phone App launched





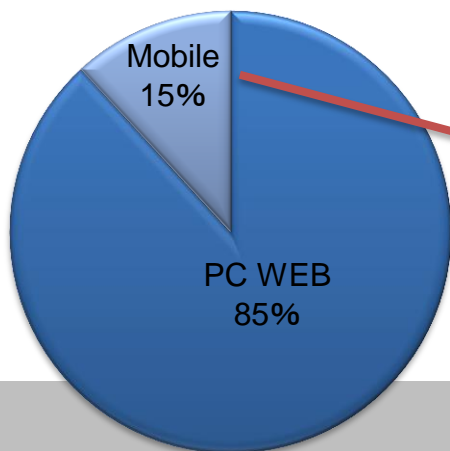
## JAL Domestic Flight Sales from smart phone



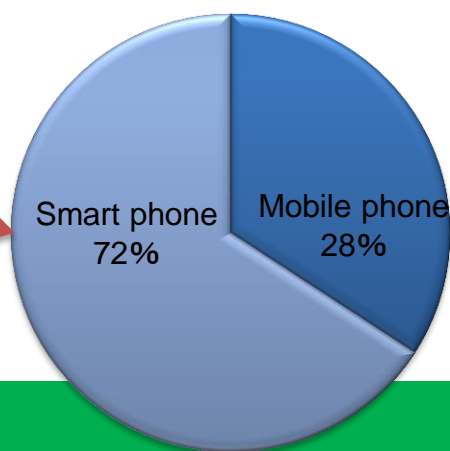
*\*individual market*

# Domestic sales

Domestic Air ticket Mobile vs. PC WEB



Domestic Air ticket Smart phone vs. mobile phone



iPhone 40%

Android 60%

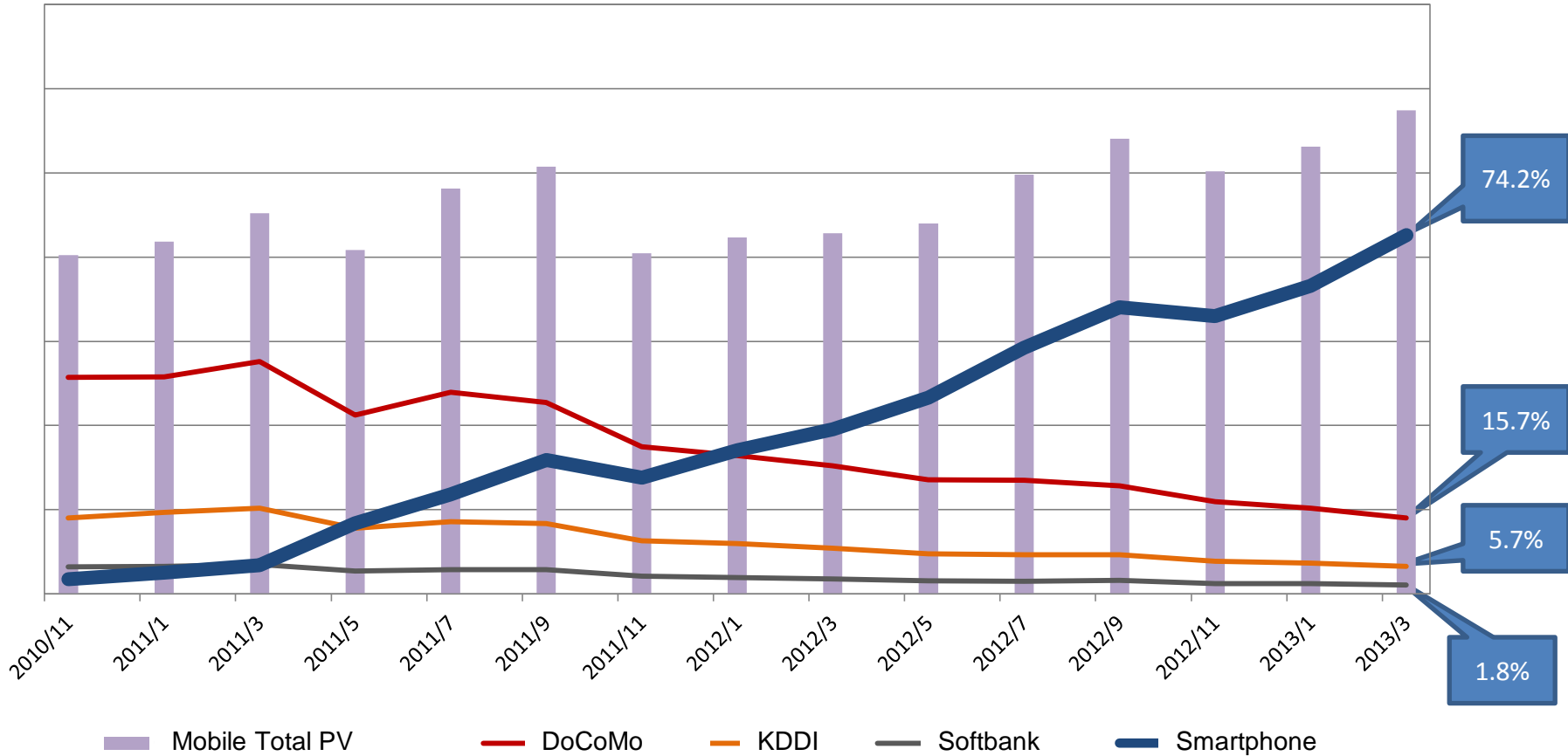
App 25%

Web Site 75%

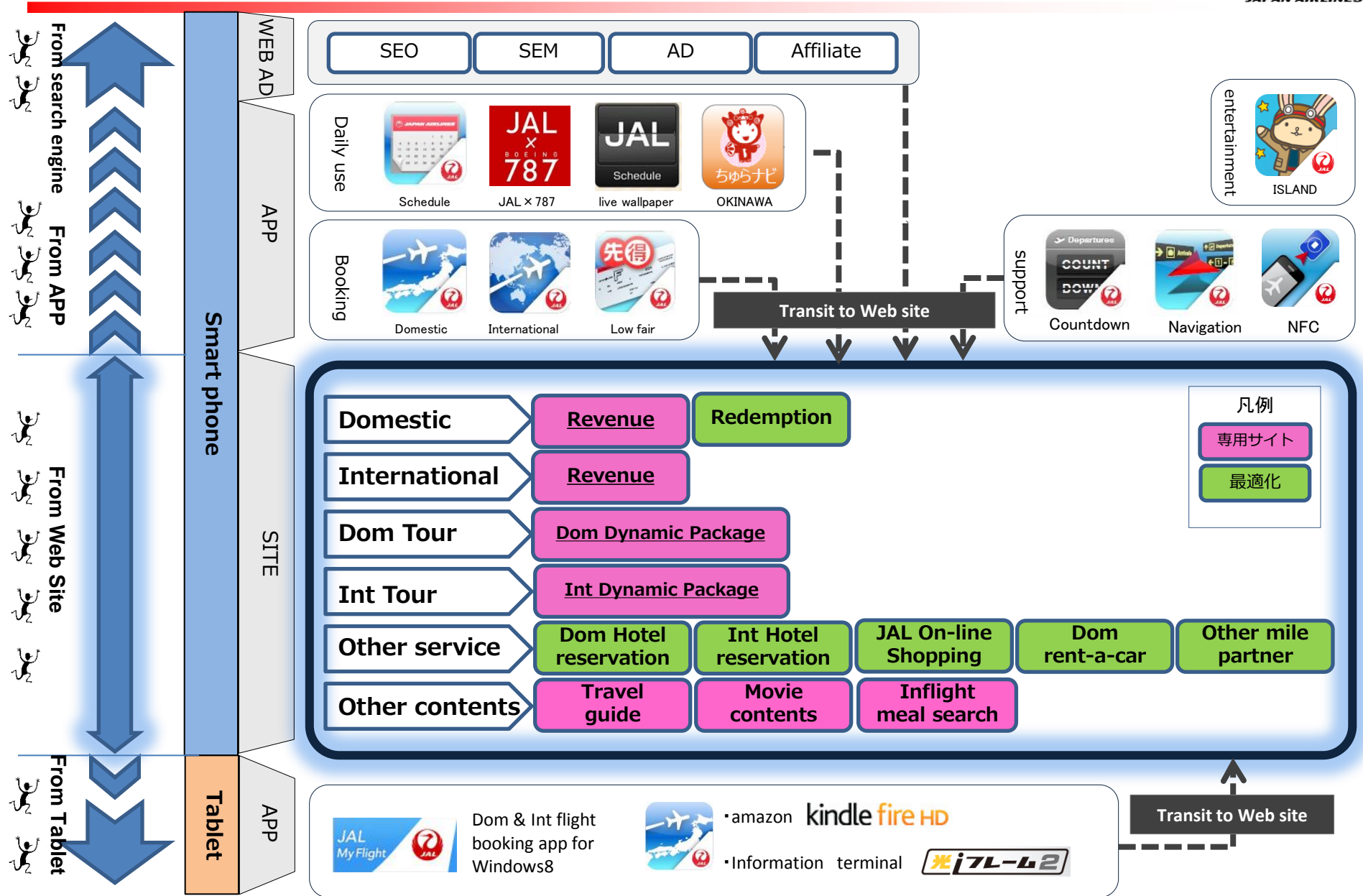
# Mobile web Page View



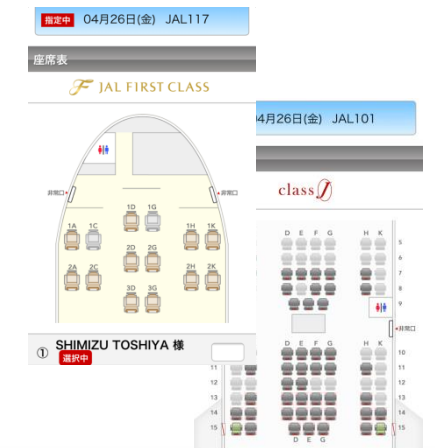
**30million** page view per month (mobile phone + smart phone)



# Web site and App



# Smart phone site



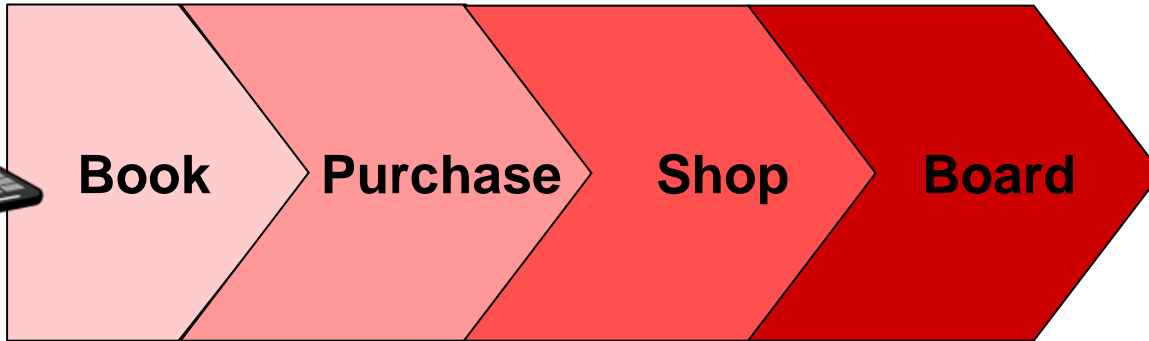
Design was renewed in MAR 2013



# JAL smart phone App strategy



# Traveling style



# Traveling style with Smartphone

The number of down-loaded App is more than 1 million.



Schedule app



Book & purchase

- Book
- Purchase
- Shop
- Board



Countdown app

Entertainment app



Guide & coupon app



Tap & Go



APO Navigation app



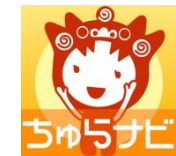


- International Ticket reservation
  - All flight(include code share)
  - All Class(F/C/Y)
  - All Fair
  
- World clock
  - 11 different country with weather and currency information



- Countdown the remaining time for the flight
  - JMB member will automatically retrieve the reservation
  - Guest member can also use it by setting the flight manually
- Display the latest flight status
  - sync with web information
- Sync with other App
  - Launch QR code for boarding
  - Launch navigation app to gate

# JAL Schedule



12 2012/04 THURSDAY



**SCHEDULE**

13:30-15:00	スマートフォン戦略検討
15:00-16:00	登録作業
16:30-17:30	機能仕様の確認

JALアプリ 今日へ戻る 切り替え 予定を追加 設定

2012.04 JALおすすめのイベント情報

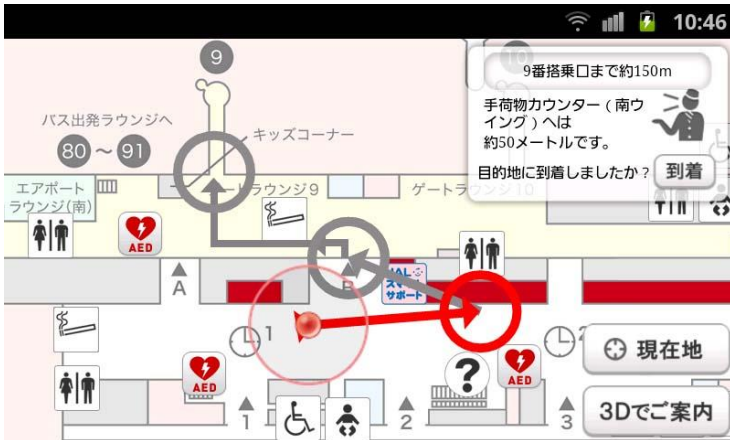
22 SUN [10 日前]	徳島	第5回徳島マラソン
23 MON [11 日前]	福岡	愛宕神社 春季大祭(4/23-24)
24 TUE [12 日前]	愛媛	えひめ南予いやし博2012...
25 WED [13 日前]	新潟	胎内市チューリップ...
27 FRI [15 日前]	新潟	ラ・フォル・ジュル...
28 SAT [16 日前]	北海道	旭山動物園 夏期開園(4/28-11/3)
29 SUN [17 日前]	千葉	緑と花のフェスティバル2012
30 MON [18 日前]	北海道	函館さくらまつり...

JALアプリ 今日へ戻る 切り替え 予定を追加 設定

■ Calendar App  
→sync with Google

■ Event information around Japan  
→Information gathered by local JAL staff

# JAL AiRport navigation 안드로이드



- Navigate inside the HND airport  
→ 2D MAP mode and 3D AR mode  
→ From your position to your gate

- Airport facility  
→ smoking area, toilet, and other...

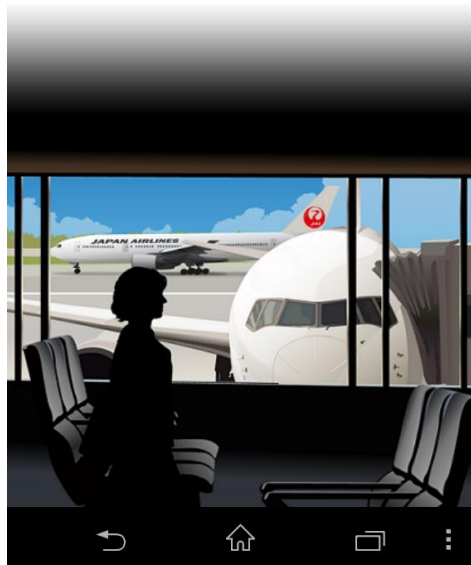


- Linked from countdown  
→ Countdown app will hand over your departure gate so the navigation will direct you automatically

# JAL NFC Tap & go 안드로이드



JALタッチ&ゴーサービスをご利用いただけます。



- Tap & Go App for Smartphone with NFC  
→ Available to use it as boarding pass
- Global standard registration  
→ Type A/B also Type F



# APP Strategy



JALスマートフォンサイト  
国内線、国際線航空券の予約、購入やマイルの情報をご案内します。

JAL 国内線  
国内線専用の空席照会・予約・予約確認・発着案内アプリ

JAL AiRportナビ  
羽田空港第1ターミナル専用のナビアプリ。搭乗口までARと地図でご案内します

JAL x 787  
ARで787が出現！787を飛ばして世界を旅しよう！

JAL Schedule  
CA、飛行機、絶景写真と一緒にスケジュール管理。日本全国のイベント情報も配信

リストから選択したアプリを起動します。アプリがインストールされていない場合は、Google Playに移動します。

1. Each app have their own unique function so that it can be registered on multiple app category.

Ex)  
Booking app → Travel  
Schedule app → Utility  
Navigation app → Map

2. Each app equipped with common function which can be linked each other.

**Customer can easily find JAL's touch point !**

# QuiC Navi (Flight Navigation)

## Summarize all information for your next flight

Dedicated for Smartphone



Boarding QR, and flight status. Able to upgrade by paying difference.



Live video feeds from all airport for weather check.



Live picture of security lane.

# Security Gate

**JAPAN AIRLINES**  
ご搭乗案内  
Boarding information slip  
-----この控えは着地までご携帯ください-----

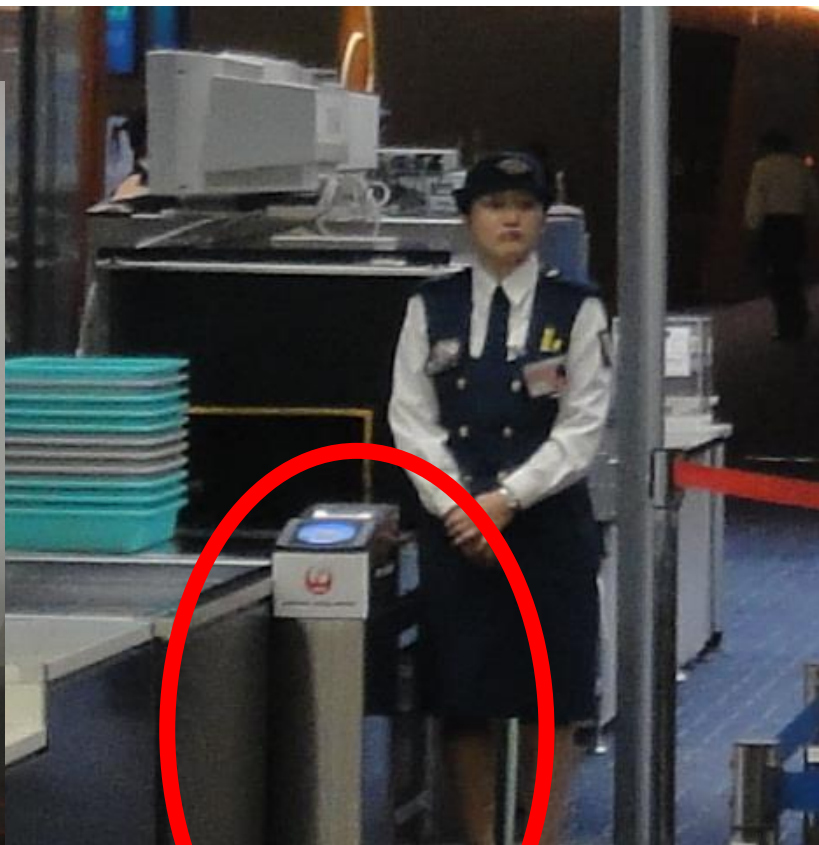
オオソラ タビト様 0002  
◆出発地 DEPARTURE 東京 ⇒ 大阪  
TOKYO OSAKA  
◆行き先 DESTINATION

**JAL 163 本**

◆搭乗口 GATE 16 14A  
◆出発時刻 DEPT. TIME 07:30 ◆搭乗日 DATE 12/30 ◆運賃種別 FARE TYPE OW  
ご搭乗口へは10分前までにお越しください

これは搭乗控えです 搭乗口では保安検査場と同じ  
JAL-ICまたは2次元バーコードをかざしてください

Operation 331



**JAL × McDonald's**

**Period extended**

**Domestic QuiC × McDonald's Campaign**

Departure date:  
between July 1, 2012 and September 30, 2012

Convenient flying with QuiC  
Get a free McDonald's coupon when you use QuiC!

Big Mac Meal	Chicken crisp
Premium Roast Coffee (hot or iced)	A new way to board JAL domestic flights QuiC

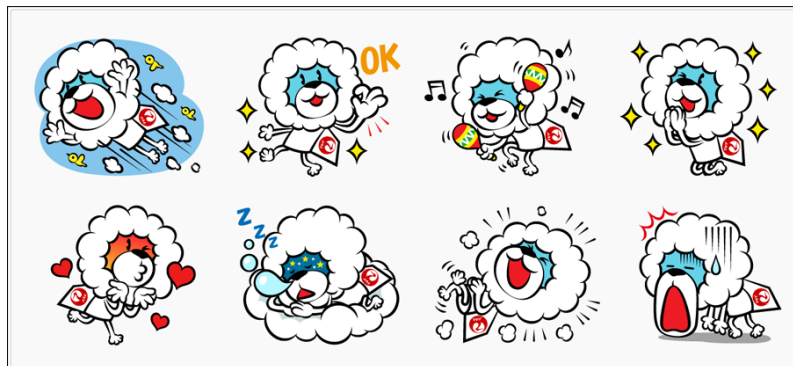


## To enhance JAL brand recognition for young generation



JAL HP Character “ JALION “  
Favorability Rating : 2<sup>nd</sup>, (43.4%)  
(Corporate SNS character)  
Source : MacroMill N=500

5,700,000 Downloads approximately  
( 2013/3/19 – 4/15)

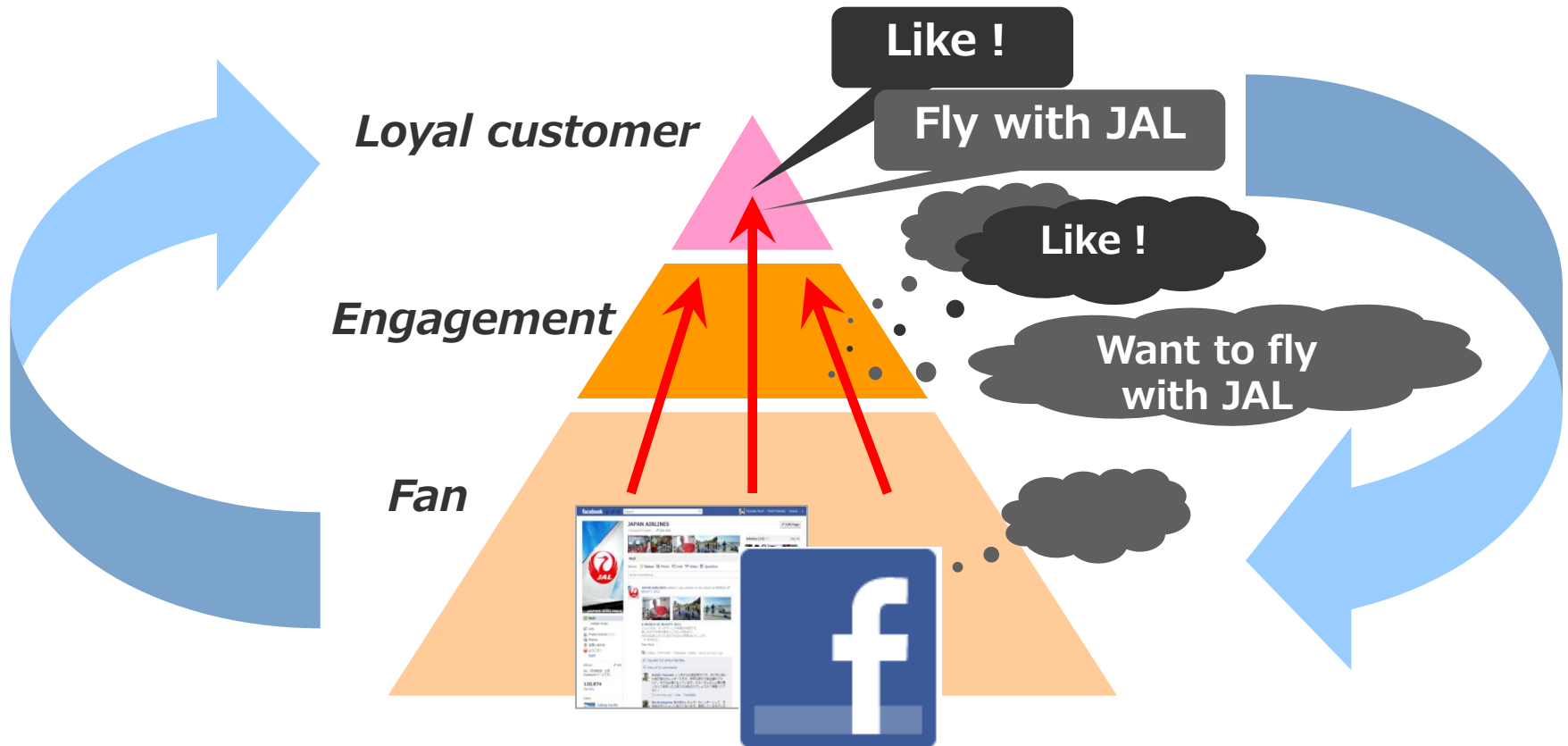


Download : 2013/3/19 – 4/15 ( 8 stickers )  
Duration of Use : 6 months after downloaded

# JAL Facebook in Japan



- Our Facebook presence is a good example of JAL's focus on the customer.
- We currently have 830,000 fans which is ranked as the 5<sup>th</sup> largest in the Japanese market.
- In terms of "engagement ratios" – JAL is ranked: No.1



# Communication with customers

To maximize the JAL brand in the market

- ① Backstage information
- ② Timing of delivery
- ③ Timely information
- ④ Participation of all employees
- ⑤ Sincere attitude for customers



**Harmony / Share**



Managed by cross functional organizations including 7 departments

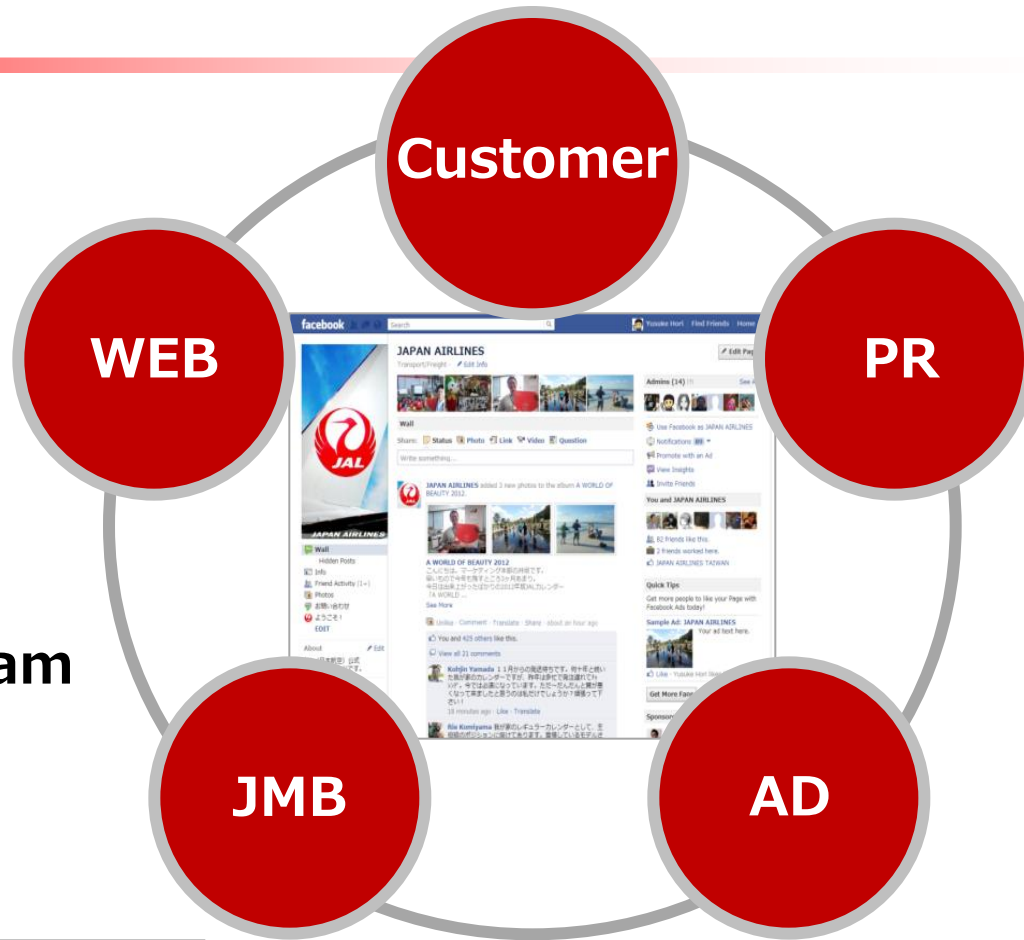


*Also we have JAL Facebooks In Asia, Taiwan, Hong Kong.*

# Organization



Facebook  
cross-functional team



Web Sales &  
Marketing

Customer Marketing

Mileage

AD

CS

PR

Legal

# Engage with customers in Facebook



We believe the best way to engage with our customers is to give timely information and to deliver news which the customers can empathize with.

*The highest engagement in 2012*



Earning 32,000 likes and 2,000 comments

# Involving senior management like CEO

## The JAL official Facebook pages awarded the Grandprix of social networking in Japan in 2011 and 2012.

### CEO message

皆さん、こんにちは。

【JAL Facebookについて】

去る12月7日、企業のWeb担当者の投票によってグランプリを決定する「第5回企業ウェブ・グランプリ」が開催され、JALの公式Facebookページがソーシャルネットワーキング部門の「グランプリ」を受賞しました。

今年4月に開設したJALのFacebookページは、約8ヶ月で20万人以上ものファンが集うページとなりました。毎回のお客さまの反応も非常に高く、企業Facebookページの中でもトップクラスにランキングし、各メディアでも取りあげられています。これは「お客さまと同じ目線」で語りかけるJALグループ社員の人間力が評価されていると思っています。この先も、JALグループの社員全員がお客さまとのコミュニケーションに参加していただき、変わりつつあるJALを広く伝えていって欲しいと思います。

また皆さん自身もJALのFacebookを是非ご覧いただき、友人、知人の方々にお勧めしてみてください。「いいね」が周りの友人に伝わり、それが伝播していくことで、JALの素晴らしいIPRIに繋がります。私たち自身の力でJALファンを増やしていきましょう。よろしく願います。

【2011年の最後に】

皆さん今年も1年間ご苦労さまでした。これまでもお話ししてきましたとおり、当社グループの財務基盤は一步一步ではありますが、これまでどのところ確実に改善されてきています。一方、航空会社としての安全性・サービス性などを測る各種指標についても、いずれも昨年の実績を上回って推移しています。すべては、社員の皆さんの日頃の努力の賜物です。ありがとうございました。

2011年12月28日  
大西 賢



# The JAL Eco System: 「Recognition × Harmony」

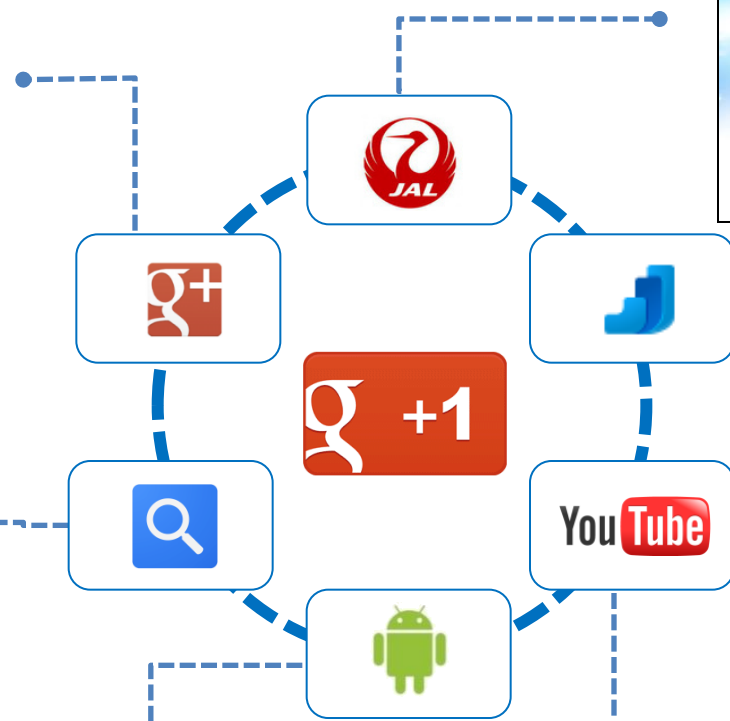


< JAL Google+ >  
Fans(+1) 28,000+

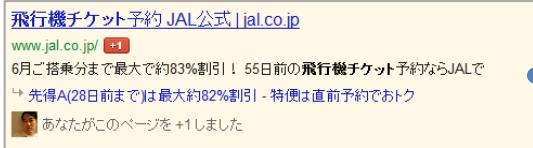


Optimizing JAL's  
customer touch points

< JAL Trip-Plus Navi >  
Members 1.5Mil



< SEM >  
Social Extension



< Display Ad. >

< Mobile >  
Rich Media



< JAL on YouTube >

# Fly into tomorrow.

---



## Innovation and Hospitality

***JAPAN AIRLINES***

***– Challenging with Japanese hospitality –***



**Thank You !**

