

Commercial Excellence Academy

by  Asbiverse Group

Optimizing Route to Shopper® Capability for Winning in Retail

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Route to Shopper®

A Strategic Framework for
Integrated Shopper-based Value
Creation in the Airline Industry

Route to Shopper® Framework for Airlines

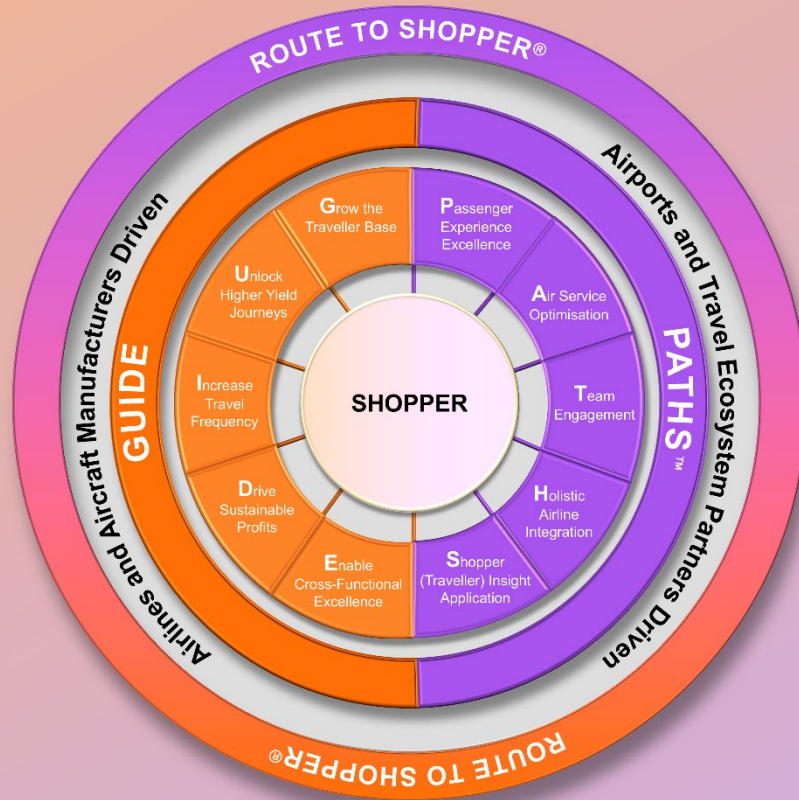
A Strategic Capability System for Integrated Shopper-based Value Creation in Air Travel

A Strategic Positioning Document from the Commercial Excellence Academy

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The Route to Shopper® Framework incorporating GUIDE – PATHS™ for Airlines Industry



Strategic Context & Purpose

What does it really take to win a shopper's consideration in a world of endless options?

In the current travel landscape, the traditional route-centric and price-driven planning approaches are no longer sufficient to drive sustainable growth. The **Route to Shopper®** Framework, adapted for the airlines ecosystem, represents a transformative commercial capability system designed specifically for air travel.

This next-generation framework shifts focus from transactional flight operations to shopper mission-based value creation. By understanding why, when, and how people choose to fly, and what enhances their decision to travel and spend, airlines and their ecosystem partners can unlock unprecedented commercial and loyalty value.

Shoppers vs. Passengers: A Critical Distinction

The framework recognizes the fundamental distinction between:

Shoppers (Decision-makers):

- Make purchase decisions and control the booking process
- Evaluate options across multiple airlines, routes, and price points
- May be booking for themselves or others
- Primary considerations include price, schedule, loyalty benefits, and booking convenience
- Different shopper types have distinct booking behaviours

Passengers (Consumers):

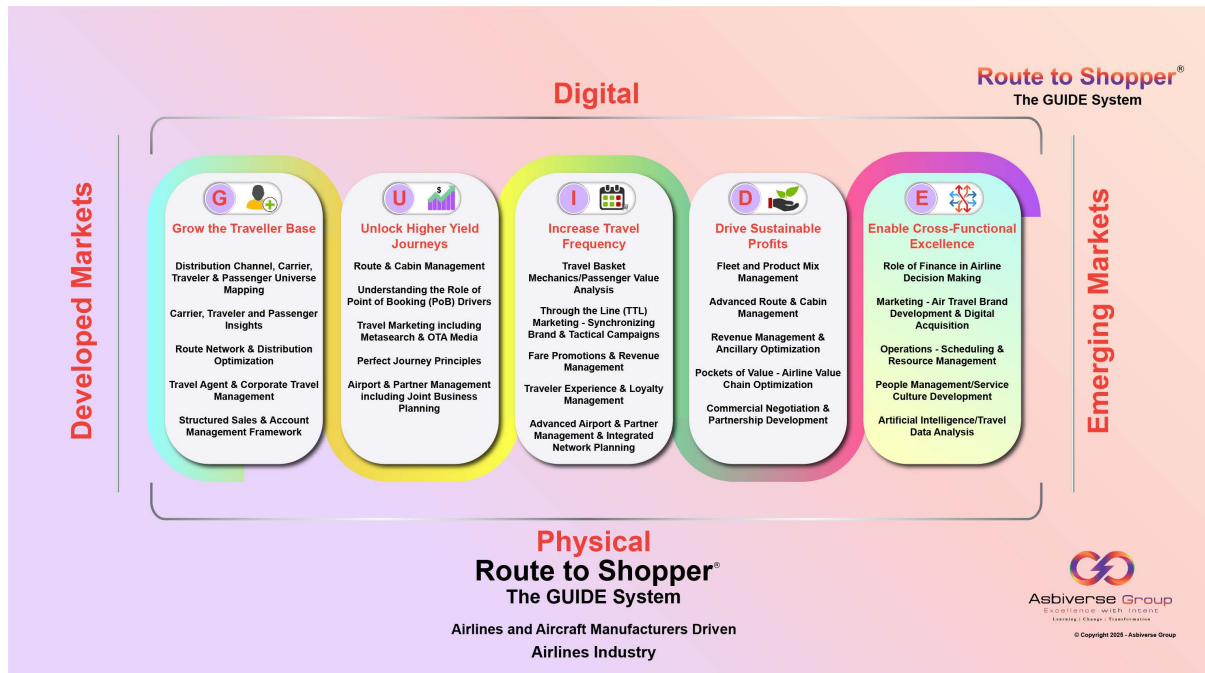
- Experience the actual journey and service delivery
- May not have made or influenced the purchase decision
- Primary considerations include comfort, on-time performance, and service quality
- Different passenger types have distinct service needs
- Include both the purchaser and non-purchaser users

This distinction means air travel providers must excel at both attracting shoppers at the point of booking and satisfying passengers during the journey.

Integrated Framework Structure

The Route to Traveler® Framework for Airline Industry consists of two complementary frameworks providing a holistic approach to airline industry strategy:

GUIDE Framework (For Airlines and Aircraft Manufacturers)



G: Grow the Traveler Base

- From market expansion to behavioural segmentation
- Distribution channel optimization
- Shopper and passenger insights
- Direct-to-shopper relationship development

U: Unlock Higher Yield Journeys

- Bundled services and tiered offerings
- Mission-based pricing
- Understanding point of booking drivers
- Travel marketing integration

I: Increase Purchase Frequency

- Lifecycle marketing strategy
- Loyalty development
- Habit-forming journeys

- Travel pattern analysis

D: Drive Sustainable Profits

- Fleet and product mix optimization
- Revenue management
- Ancillary monetization
- Experience-based value creation

E: Enable Cross-functional Excellence

- Aligning commercial, operations, marketing, digital
- Financial excellence
- Service culture development
- AI/data-driven decision making

PATHS Framework (For Airports and Travel Ecosystem Partners)



P: Passenger Experience Excellence

- Terminal design and passenger flow
- Gate and retail space optimization
- Wayfinding and visual identity
- Digital integration
- Communication architecture

A: Air Service Optimization

- Route development strategy
- Air service architecture
- Retail and concession strategy
- Terminal space allocation
- Clustering and specialization

T: Team Engagement

- Service philosophy and standards
- Training and development
- Operational process design
- Technology enablement
- Performance management

H: Holistic Airline Integration

- Airline partnership segmentation
- Joint business planning
- Route development processes
- Data sharing strategy
- Value creation partnerships

S: Shopper Insight Application

- Passenger research program management
- Journey mapping methodology
- Loyalty data strategy
- Personalization development
- Test and learn program management

Value Creation through Strategic Alignment

When **GUIDE** and **PATHS** frameworks operate in harmony, they create a shopper-first commercial engine, uniting air travel stakeholders in delivering integrated, insight-led value:

Illustrative Examples

Hypothetical Scenario: Premium Business Routes

Airline Application (GUIDE):

- Unlocking higher yield journeys (U) by bundling lounge access, sustainability perks, and digital productivity solutions
- Increasing purchase frequency (I) through tailored loyalty benefits for executive shoppers
- Driving sustainable profits (D) with premium cabin configuration and business-focused ancillaries

Airport Partner Application (PATHS):

- Enhancing passenger experience (P) with optimized security flow and premium touchpoints
- Aligning VIP lounges with airline offerings through holistic integration (H)
- Applying shopper insights (S) to fine-tune amenities based on business passenger preferences

Potential Outcomes:

- Increased NPS and shopper satisfaction
- Higher ancillary revenues and yield
- Improved repeat bookings from high-value segments
- Enhanced position against competing hubs

Hypothetical Scenario: Emerging Leisure Corridors

Airline Application (GUIDE):

- Growing shopper base (G) by targeting new leisure segments
- Increasing purchase frequency (I) by promoting off-season exploration
- Enabling excellence (E) through integrated marketing and destination partnerships

Airport Partner Application (PATHS):

- Developing air service strategy (A) focused on leisure corridors
- Leveraging local tourism partnerships (H) to create destination appeal
- Curating in-terminal experiences (P) that reflect destination culture

Potential Outcomes:

- Growth in route occupancy and new shopper acquisition
- Yield recovery during traditional low seasons
- Stronger destination brand equity
- Increased non-aeronautical revenue from retail and dining

Potential Strategic Outcomes

Organizations implementing the **Route to Shopper®** Framework for Airlines can achieve:

- **Enhanced Shopper Value:** 10–20% increase in mission-matched ancillaries and bundled services
- **Improved Loyalty Metrics:** Higher retention and purchase frequency through personalized experiences
- **Ecosystem Alignment:** Seamless coordination between airlines, airports, and partners
- **Operational Excellence:** Faster commercial execution through cross-functional integration
- **Investment Optimization:** Higher ROI from passenger experience and route development investments
- **Competitive Differentiation:** Distinctive positioning beyond price and schedule

AI Enablement and Future-readiness

The **Route to Shopper®** Framework for Airlines is designed for AI compatibility, enabling airlines and partners to thrive in increasingly AI-facilitated environments:

- **AI-powered Journey Design:** Predictive shopping mission modelling, hyper-personalized pricing, and itinerary curation
- **Computer Vision Applications:** Real-time image-based insights from passenger behaviour and terminal flow
- **Machine Learning Optimization:** Dynamic upgrades, cross-sell recommendations, and operational alerts
- **Human-AI Collaboration:** Integration of human expertise and machine intelligence anchored in the shopper journey
- **Continuous Learning Systems:** Data-driven experimentation and improvement across the travel ecosystem

Commercial Excellence Academy Partnership

The Commercial Excellence Academy serves as the capability transformation partner, helping airlines and ecosystem stakeholders:

- Adopt the **Route to Shopper®** Framework as their commercial operating system
- Develop structured capability-building programs aligned with organizational priorities
- Design shopper-centric strategies that drive sustainable competitive advantage
- Build AI-readiness into commercial and operational models
- Facilitate cross-functional and cross-ecosystem collaboration

Invitation to Explore

We invite airline, airport, and travel industry executives to explore how the **Route to Shopper®** Framework can unlock future-ready growth by:

- Sharpening shopper segmentation and commercial strategy
- Delivering insight-led, AI-augmented passenger experiences
- Building shared success across the air travel ecosystem through shopper-first collaboration

Contact

To begin a strategic dialogue on implementing the **Route to Shopper®** Framework in your organization, please contact:

Strategic Partnerships Team

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