



Our business proposal **BRAND EXPERIENCE**

We position your **brand** to **attract** & **retain** your customers. **No more chase.**





KEY FIGURES

- Acquiring a **new customer** costs **5 to 25 times more** than keeping an existing one*
- **84%** of companies that strive to improve their customer experience report an **increase in revenue****
- **89%** of companies surveyed* see **customer experience** as the new competitive battleground
- Your customers are willing to pay **up to 16 % more** for your products and services for an **exceptional** customer experience****

*Harvard Business Review 17 **Oracle ***Gartner **** PriceWaterHouseCoopers

You are an **AIRLINE CEO**

You want to :

- Get key insights on your current customer journey strengths and weaknesses from industry experts?
- Launch a new product or service?
- Increase your customer satisfaction ?
- Be accompanied by experts during your RFPs?
- Know industry Best Customer Experience Practices?



Our Portfolio

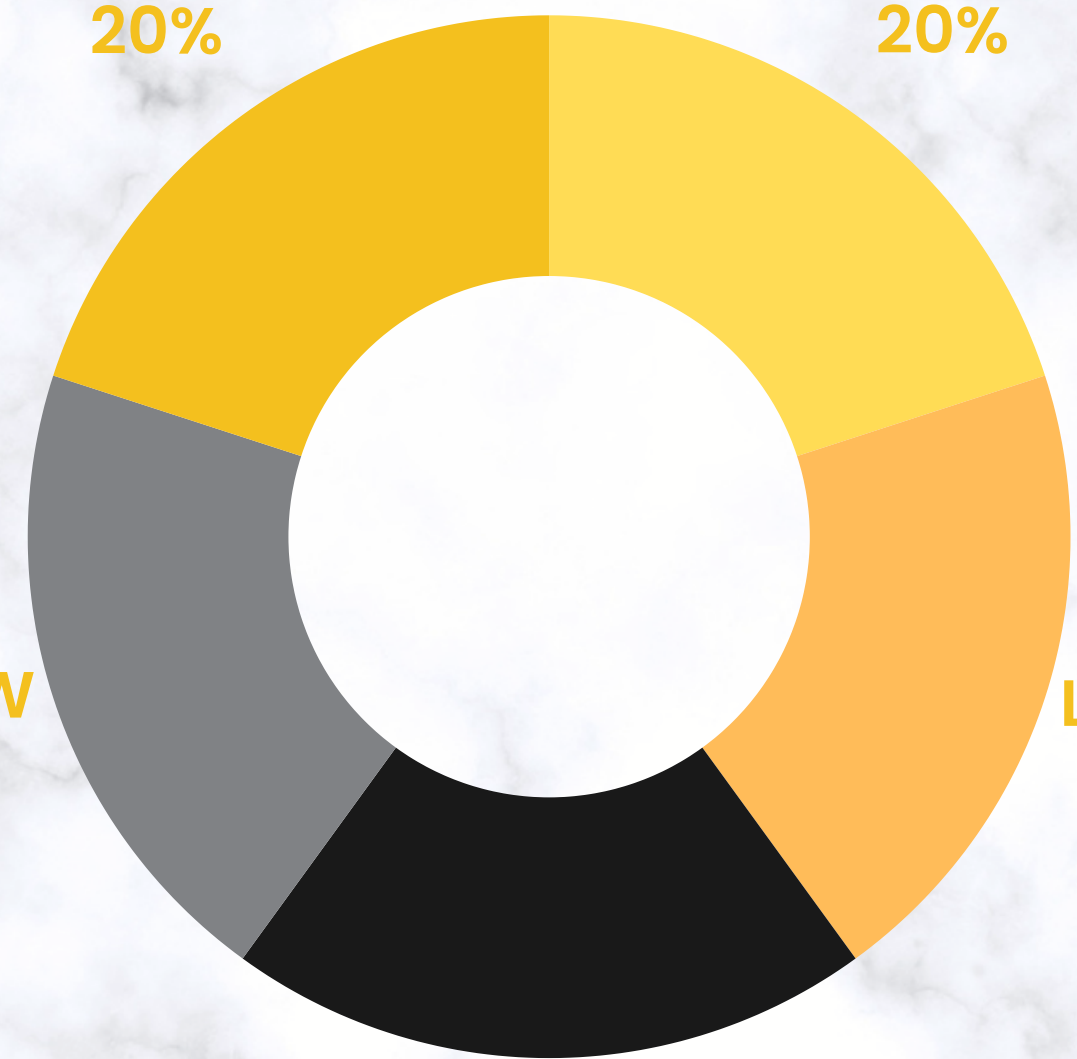
BRAND EXPERIENCE

ATTRACT
20%

UPGRADE
20%

Audit of your current customer journey (digital, on-board & ground experience) including key insights for enhancements

Collect, analyse, take actions, track results on your customer journey : website, ground and on-board experience.



Leverage digital to better know your customers: who they are,, what they want, how they want it, and why.

Define, build and launch your future products, services and customer Experience , RFPs (digital, ground experience, on-board experience including seats, IFE, amenities, ...)

BENCHMARK
20%

Get insights on airline Industry Best Practices on products and Customer Experience

Our Portfolio

BRAND Experience

1. BENCHMARK

We explore your competition to develop and aim for a big, moving target – your customer experience direction

DELIVERABLES

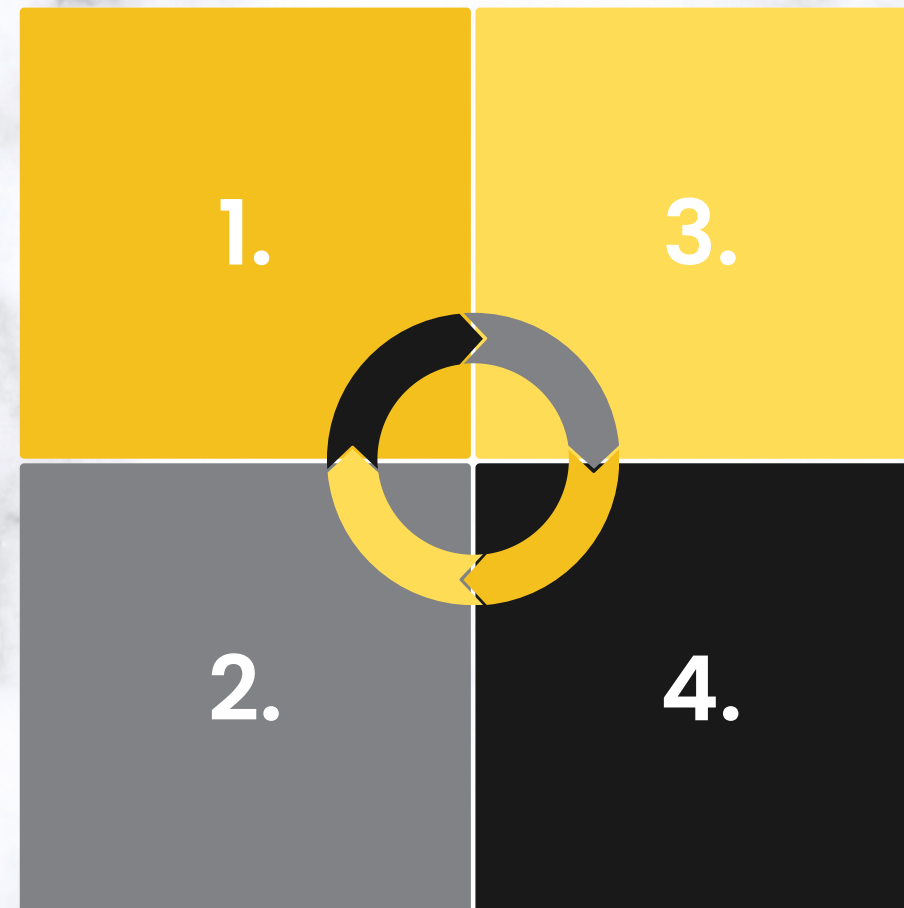
- Competitive Analysis
- Identification of your niche for major growth

2. KNOW

We workshop and interview your ideal customers—who they are, what they want, how they want it, and why.

DELIVERABLES

- Customer Segmentation
- Interviews Transcripts
- Ideal Clients Persona



3. UPGRADE

We audit your end-to-end customer journey providing key insights on where to focus for maximum satisfaction

DELIVERABLES

- Current Product & customer journey strengths and weaknesses
- Tactical action plan

4. LAUNCH

We help you (re)define your product with one unique idea that can disrupt your industry and give you a leg up on the competition

DELIVERABLES

- Product Briefs for RFPs : Seat, amenities, catering...
- Go To market Action Plan
- Disruptive Idea

Our **BRAND** Experience Packages

Ideal for airlines looking to increase their customer satisfaction and retention.

AUDIT

- Customer journey map
- Brand Identity Audit
- Website audit
- Ground Experience audit per cabin & per haul
- On-Board Experience audit per cabin & per haul
- Tactical action plan to implement

Ideal for airlines looking to solve a specific growth challenge.

BENCHMARK

- Long Haul , Medium Haul or Short Haul Ground Experience Competitive Analysis
- Long Haul , Medium Haul or Short Haul On-board Experience Competitive Analysis
- Summary and key take-aways
- Tactical action plan to implement

Ideal for airlines launching new products or services.

LAUNCH

- Everything included in **BENCHMARK**, plus...
- Customer Segmentation
 - Ideal Clients Persona
 - Logo & visual Identity design
 - Brand Guidelines
 - Product Briefs for RFPs : Seat, amenities, catering...
 - Go To market Action Plan

Our Expertise

We are Brand Strategists.

*Brand Strategy include Marketing,
Branding & Customer Experience*

Marketing

is what leads someone choose your airline among several choices for their travel

Branding

is the reason they buy a ticket to travel with you and become your customer

Customer Experience

is the reason they come back for more trips and stay loyal



Our Mission

Become your customers' First Choice.



Attract
your customers



Know
your customers



Engage
your customers



Retain
your customers

A. Our **Engagement**

Find solutions that preserve your interests, our priority

B. Our **Values**

Passion, simplicity, attention to details and results driven to build an enduring relationship of trust

C. Our **Peace-of-mind contract**

A unique contract that includes all of our support

D. A **turnkey service** based on your needs

Our service is tailored to your needs. It is an investment for your organisation to reach its objectives

Our Key Figures

17% Increase in revenues

18 Years we have been dealing
with customer issues

33+ Happy clients

40% Increase in inbound leads

Our References



What our **Clients** are saying



DIGAL Consulting est résolument axée sur le client, alliant un esprit analytique aiguisé à des recommandations innovantes à fournir des livrables réfléchis et de haute qualité au service de la stratégie de marque.

Binta B. CMO Danish Crow Foods



With the help of Digal Consulting, we really measured the impact of our working capital on our benefits. A great thanks!

Ephra K. CEO Negocongo



Merci Digal Consulting pour vos informations précises sur notre parcours client.

Alioune B. Fall CEO Alr Senegal



Thank you DIGAL Consulting for your help. I was struggling to do it by myself and with your help I did it. A huge thanks!

Amina A. Sr Manager Avis



We are present in
EUROPE & AFRICA

Our head office is based in Paris.
We have an office in Dakar.

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Our founder

FATOU GUEYE

Fatou is an Entrepreneurial Senior Manager with more than 18 years of experience in Business Strategy, Brand Strategy and Digital Transformation.

She worked for Air France for nearly 14 years. She managed the brand strategy team dedicated to 90% of the airline Long Haul customers. With her team, she spearheaded the growth of the most profitable long-haul product of Air France, improving its international ranking from 16th to 9th, growing revenues and profitability in a highly competitive market.

Her passion for solving customer issues led her found DIGAL Consulting. Her vision? Change Africa Brand. Her goal? Help African businesses including airlines become their customers 'First choice. No more chase.

Fatou is an engineer from ENAC, the French National School of Civil Aviation and she holds 2 masters, from ENSEEIHT in Telecommunications and from CENTRALESUPELEC in Project Management. She recently graduated from the Global Executive MBA of INSEAD in 2021 being the sole holder of the GEMBA Alumni scholarship for Women. She is fluent in French, English and Wolof.





Become The First Choice.

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No more chase.

THANK YOU



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