

移动互联网时代的中国民航服务

China Civil Aviation Service in the New Era

薄满辉

BO MANHUI

民航与科技发展关系紧密

Civil Aviation Industry Closely Tie to Scientific Development



手工时代

Handicraft Stage



40年前：计算机

Computer Age Began 40yrs ago

信息化 - 效率

Informatization - Efficiency



20年前：互联网

Internet Era in recent 20 yrs

交易线上化 - 70%交易来自互联网

Service online: 70% transactions from internet

今天：移动互联网高度普及的中国市场

Mobile Penetration in the Chinese market



移动互联网用户超过11亿

Mobile Internet Users exceed 1.1 billion

从信息社会到数字空间

From the information society to the digital space

航旅纵横 - 探索新时代最佳民航出行服务实践

Umetrip – Exploring the Best Air Travel Service Practice in the New Era



(一) 行业信息在线化

Online Industry Information

消除信息不对称
Eliminate
Information
Asymmetry



准确性
Accuracy

及时性
Timeliness

PC互联网与移动互联网对信息的要求不同

PC Internet (Tracking History) VS. Mobile Internet (Reality Reflection)



持续提升行业数字刻画能力

Digital Characterization Ability
of the Air industry

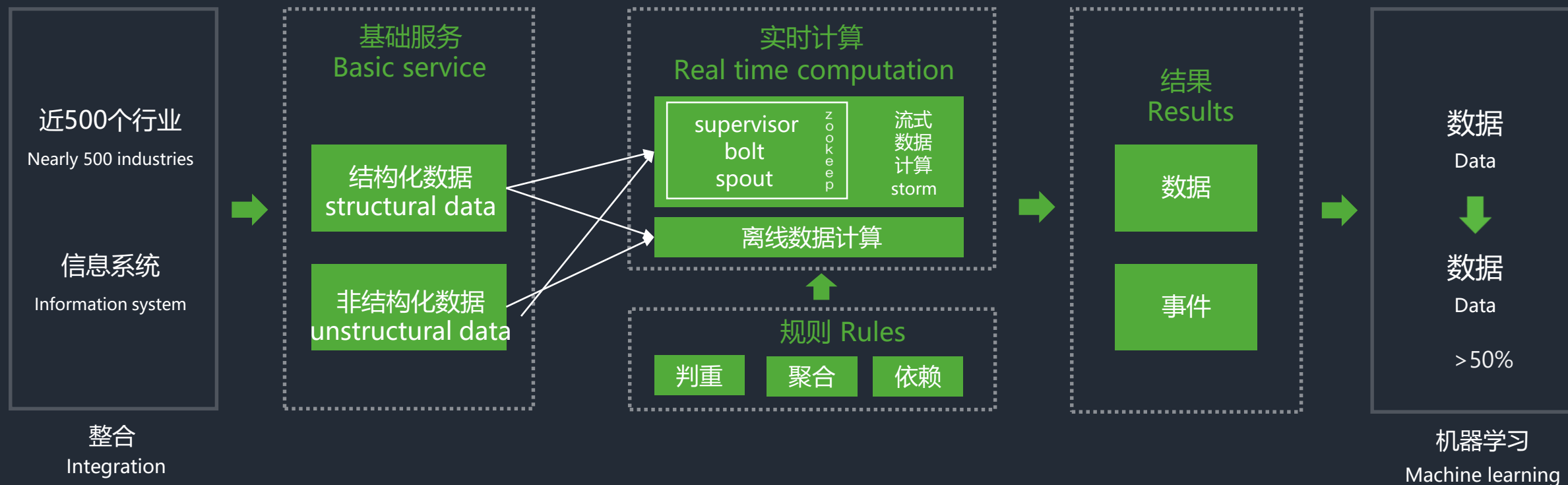


信息与人的实时连接

Real-time Connection between
Information and Users

持续提升行业数字刻画能力

Digital Characterization Ability of the Air industry



离散的信息 | 难以刻画真实的世界

Discrete information | The indescribable Real World

连续的数据 | 趋向真实的物理世界

Continuous Data | Approach the Real World

借助移动技术建立人与信息的实时连接

Real-time Connection between Information and Users



飞行模式下的信息传递

Instant Information Delivery under Airplane Mode



信息在线趋势

Online Information Trend

航旅纵横数据在线量(亿)
The Volume of Umetrip Online Data



(二) 服务场景移动化

Service Mobilization



突破服务时间与空间限制

Break the Time and Space Constraints in Service

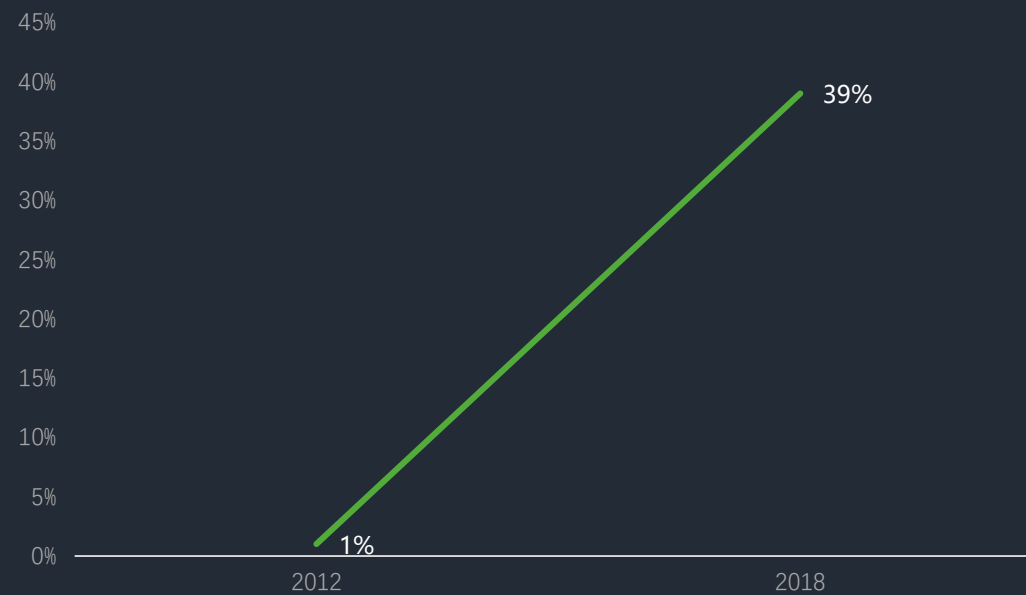
服务场景创新

Service Innovation in different Scenario of Air Travel

以手机值机为例

Mobile Check-in

中国民航手机值机比例
Trend of mobile check-in in China



重构值机服务链

Check-in Service Chain Reconstruction



手机值机

Mobile Check-in

97%



电子登机牌

E-boarding Pass

190 Airports



电子验讫

Electronic Verification

59 Airports



基于移动端的服务场景创新

Innovation of Mobile Services

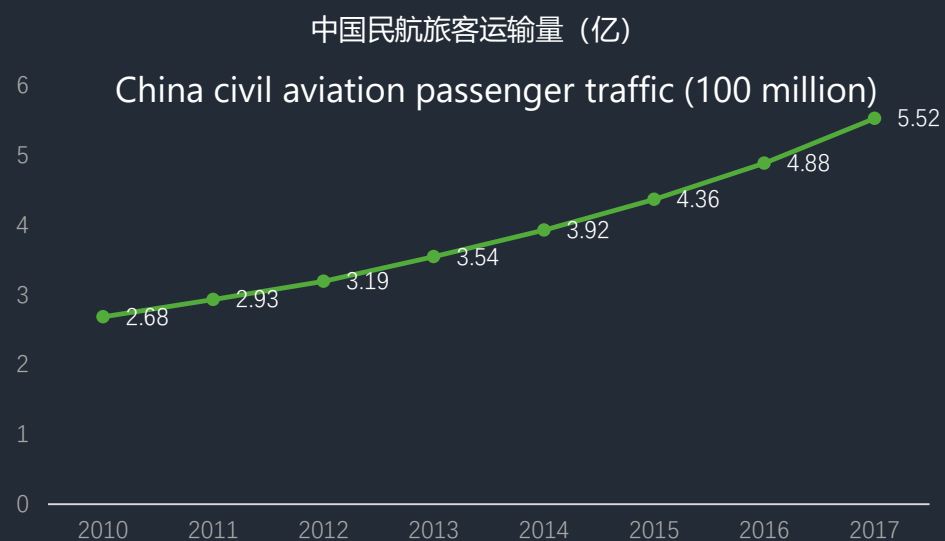


登机口升舱、航延服务、手机选餐、付费选座、快速安检...

Upgrade, Flight Delay Service, Meal Selection, Chargeable Seat Selection, Fast Security Check...

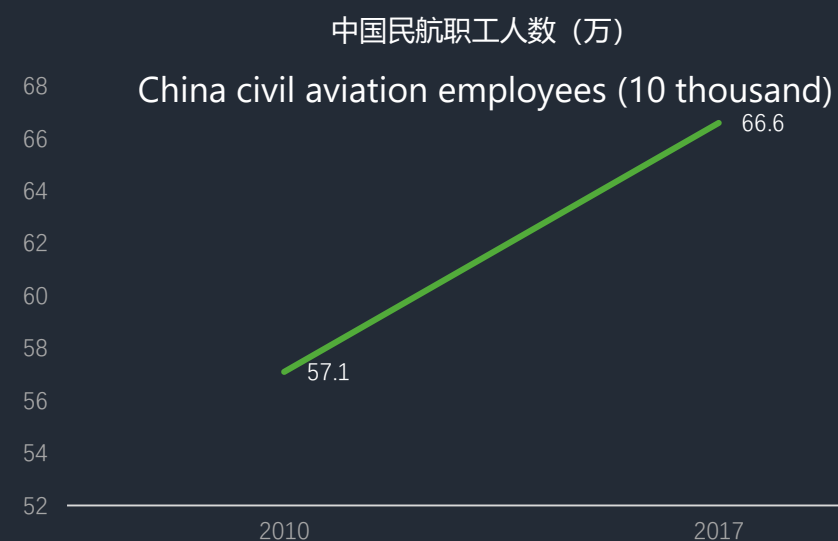
通过服务移动化提升了行业整体服务容量

Service Capacity Upgrade via Service Mobilization



旅客人数增长106%

106% Growth



职工人数增长16%

16% Growth

(三) 服务模式智能化

Intelligent Mode

从标准化服务到个性化服务

From Standardized Services to Personalized Services

为行业注入更多科技元素

Innovative Technology Applied in the Industry

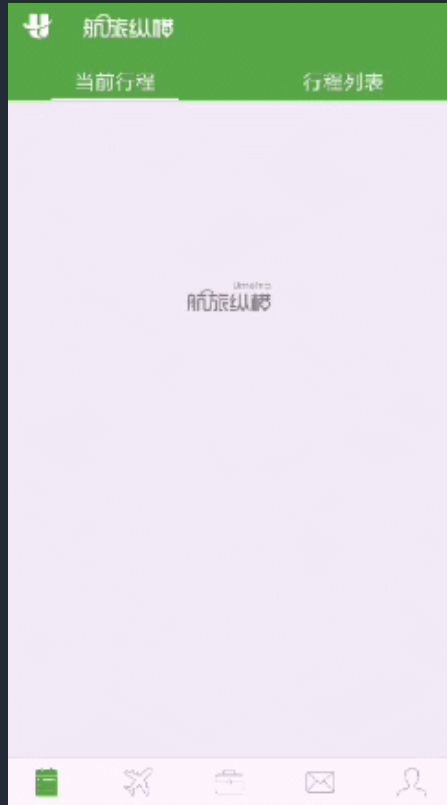
打造个性化服务体系

Personalized Service System



创新技术应用

Innovative Technology Applied



电子证照 + 人脸识别
E-Certification + Face Recognition

创新技术应用

Innovative Technology Applied



智能机器人
行李追踪
人脸识别
飞行器定位

Artificial Intelligent Robot
Baggage Track
Face Recognition
Aircraft Position

中国民航的未来

The future of China Civil Aviation Industry

人均乘机比

Per Capita Flight Times



0.39



2.96

感谢聆听

THANK YOU