



Þarf Ícelandair ekki
líka að vera með app?



WHY
EXACTLY?

BECAUSE
EVERYBODY HAS
AN APP!

WE SIMPLY
MUST HAVE
AN APP!



Where is my luggage?

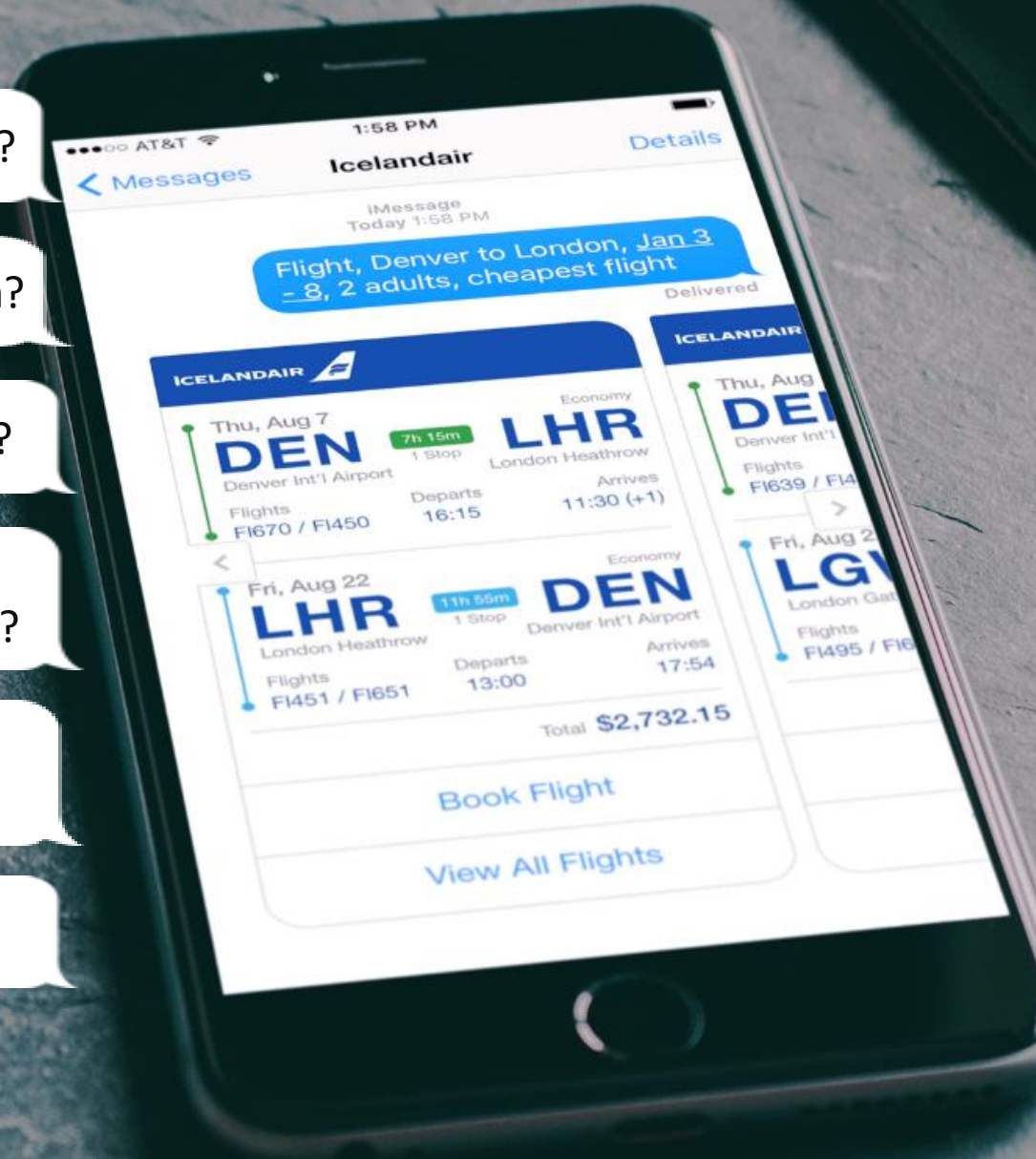
What's the status of my claim?

Can I select a seat?

I would like to change my flight. Can you help?

How do I fill out my APIS information?

Can I check in?



Platform

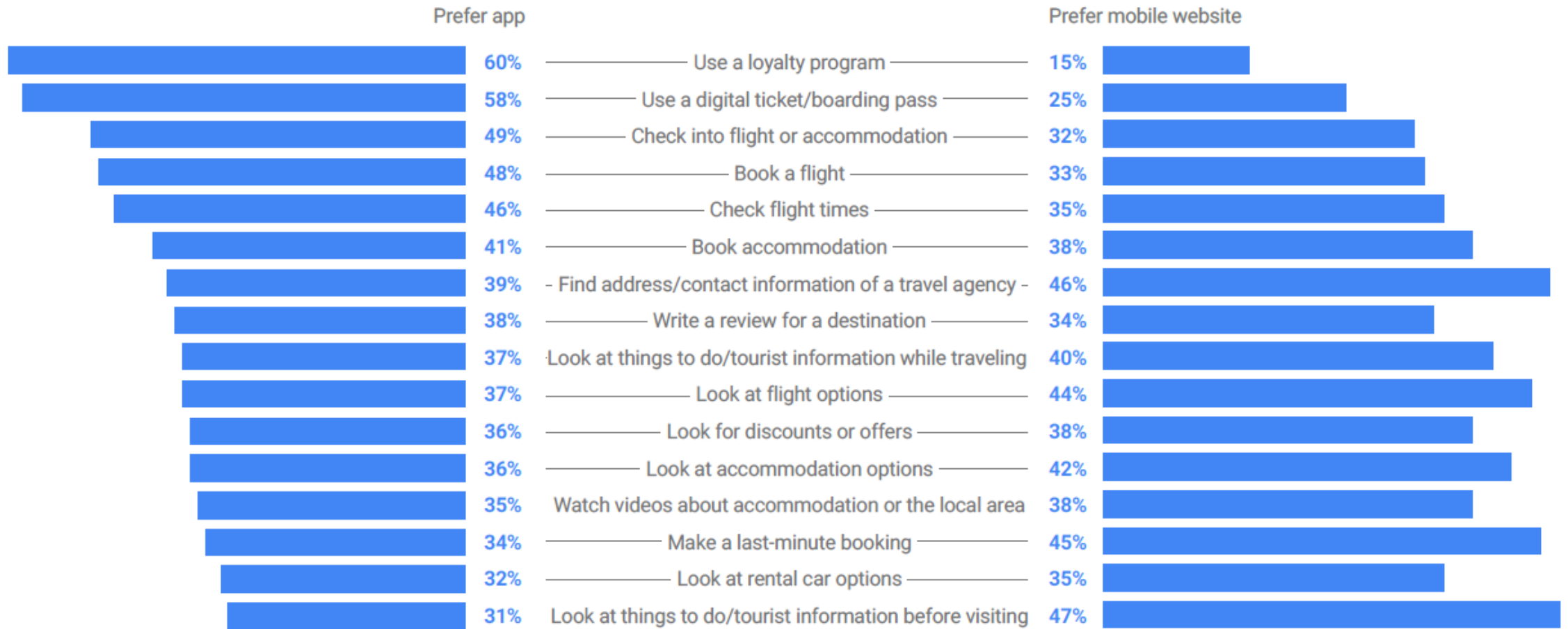
People may want to stay in their favorite platform. It's important to be able to engage with them wherever they want to hang out.

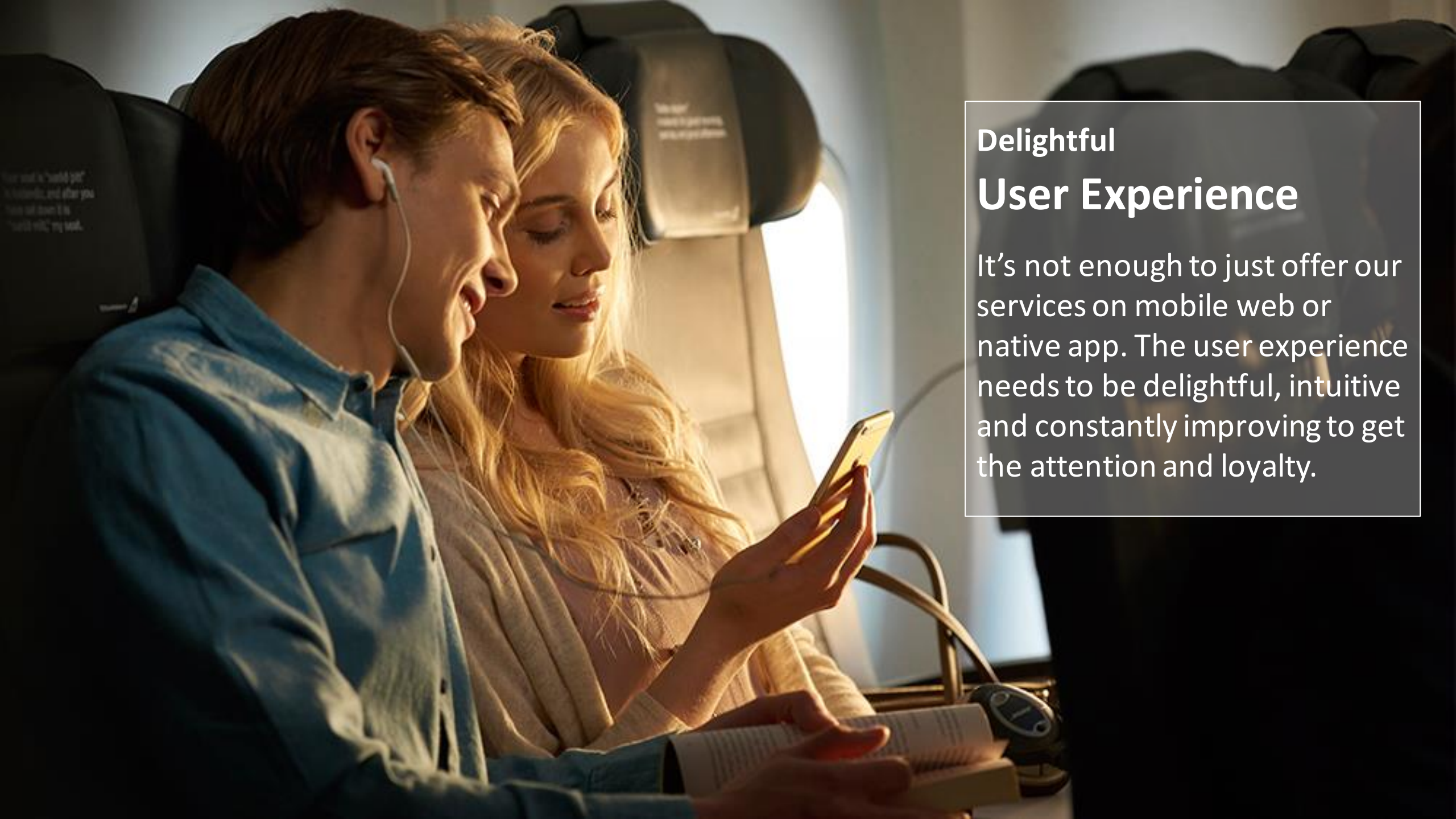
Apps from hotels, airlines and OTAs don't compare to Facebook Messenger



Source: App Annie, Aug 2016 and Statista.com, Aug 2016.

App & mobile site usage for top travel activities





Delightful

User Experience

It's not enough to just offer our services on mobile web or native app. The user experience needs to be delightful, intuitive and constantly improving to get the attention and loyalty.

missing

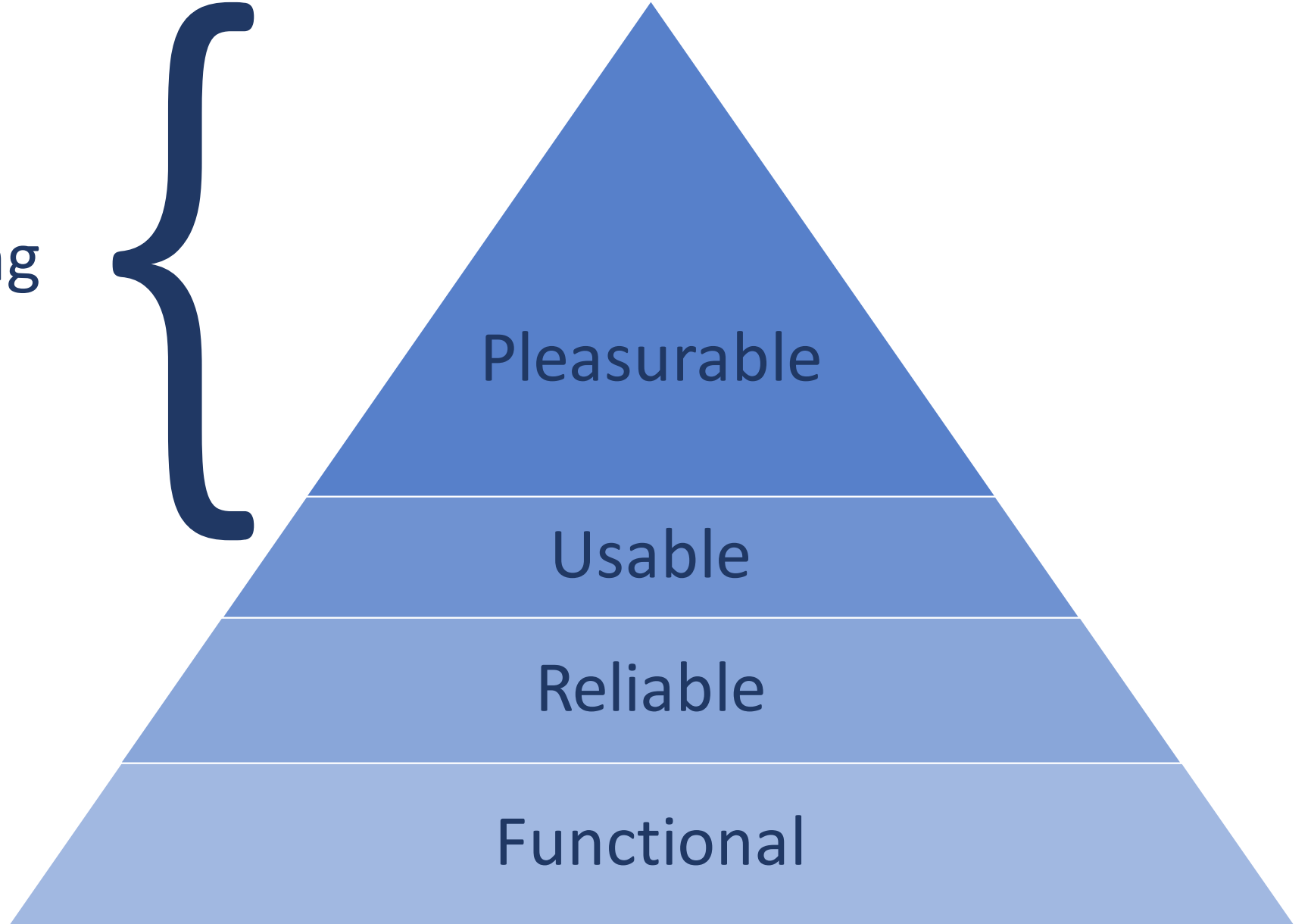


Pleasurable

Usable

Reliable

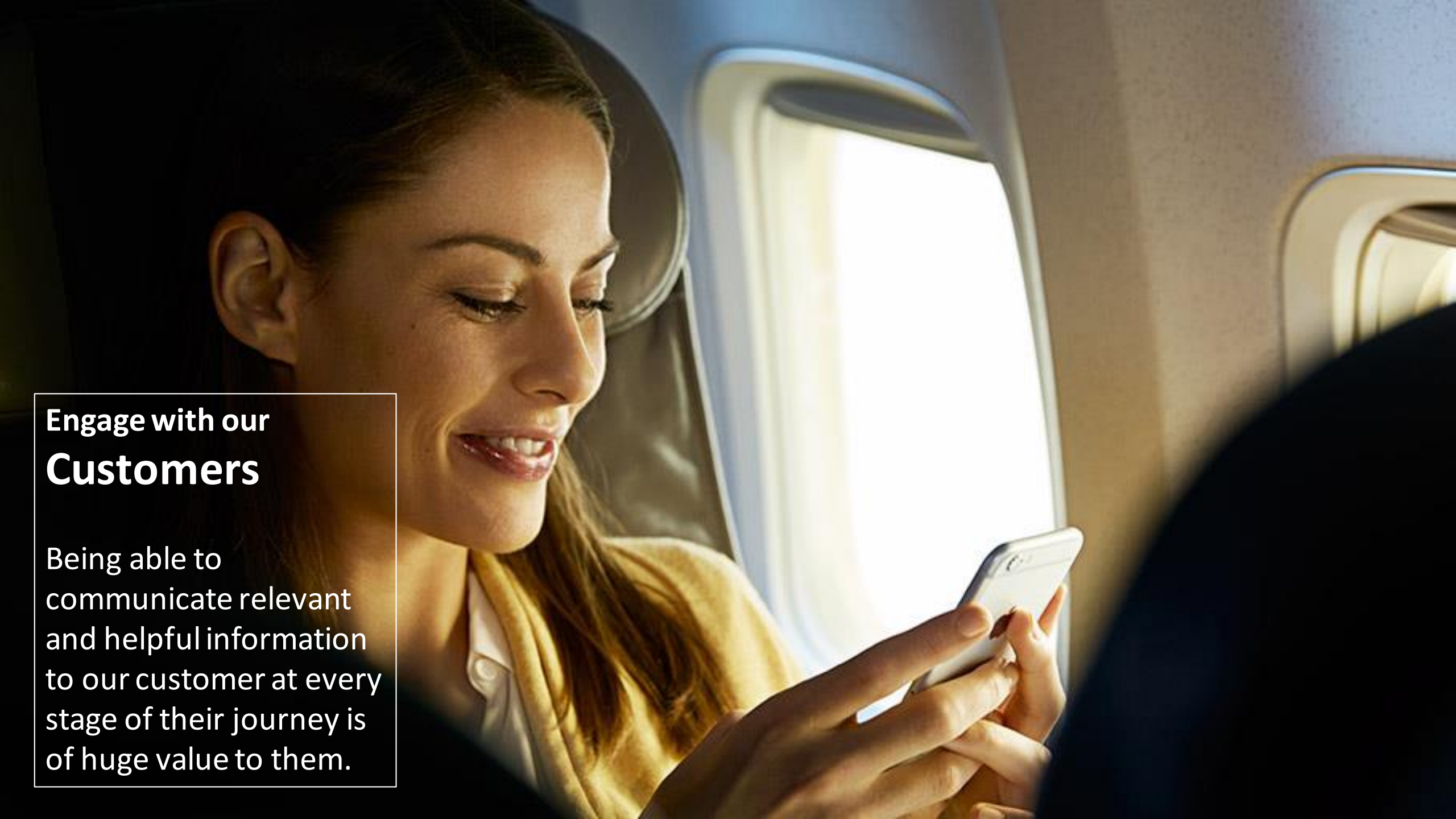
Functional



Mobile usability



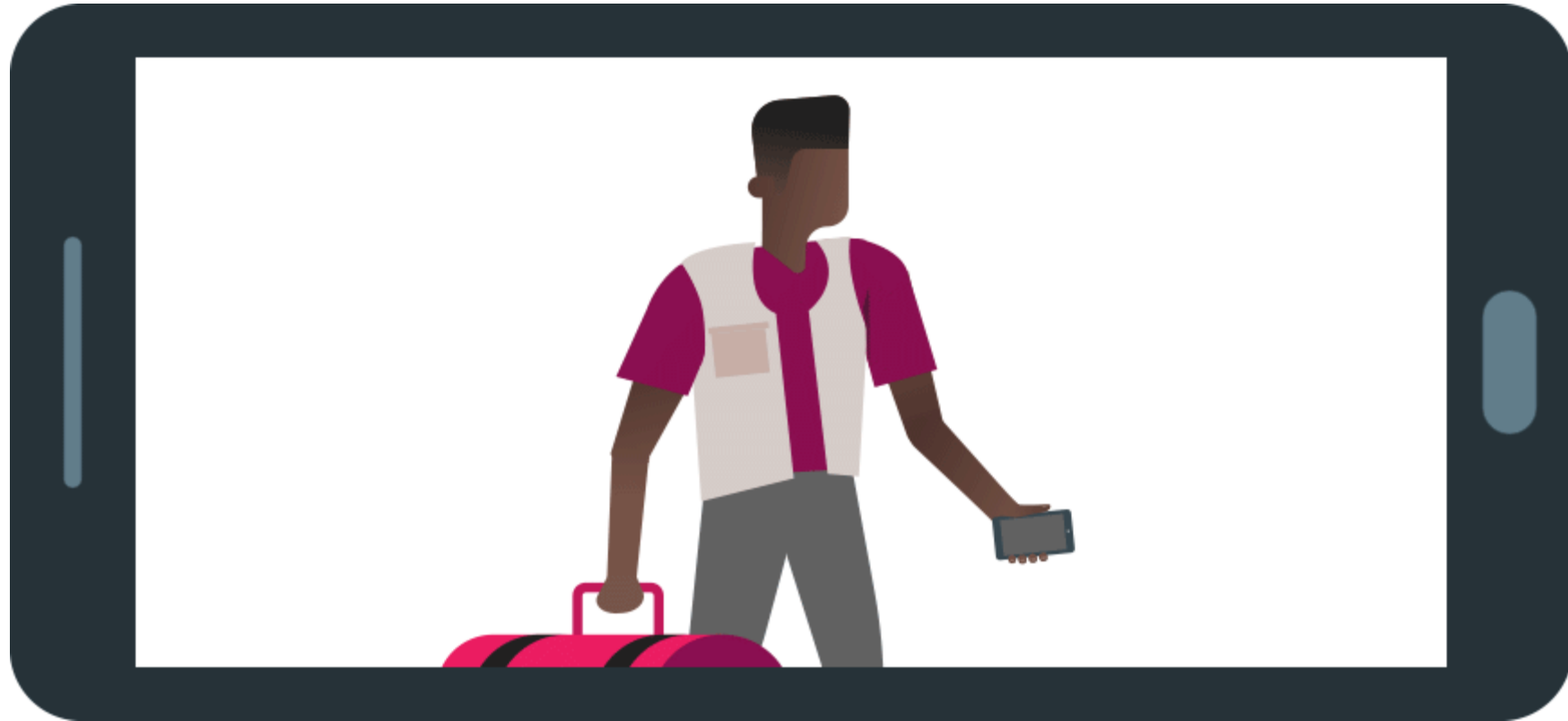
00%
of leisure travelers say
that **mobile usability
issues** is their main
reason for **booking
on another device.**

A woman with long brown hair, wearing a yellow cardigan over a white shirt, is seated in an airplane cabin. She is looking down at a white smartphone in her hands with a pleasant expression. The background shows the airplane window and interior lighting.

Engage with our Customers

Being able to communicate relevant and helpful information to our customer at every stage of their journey is of huge value to them.

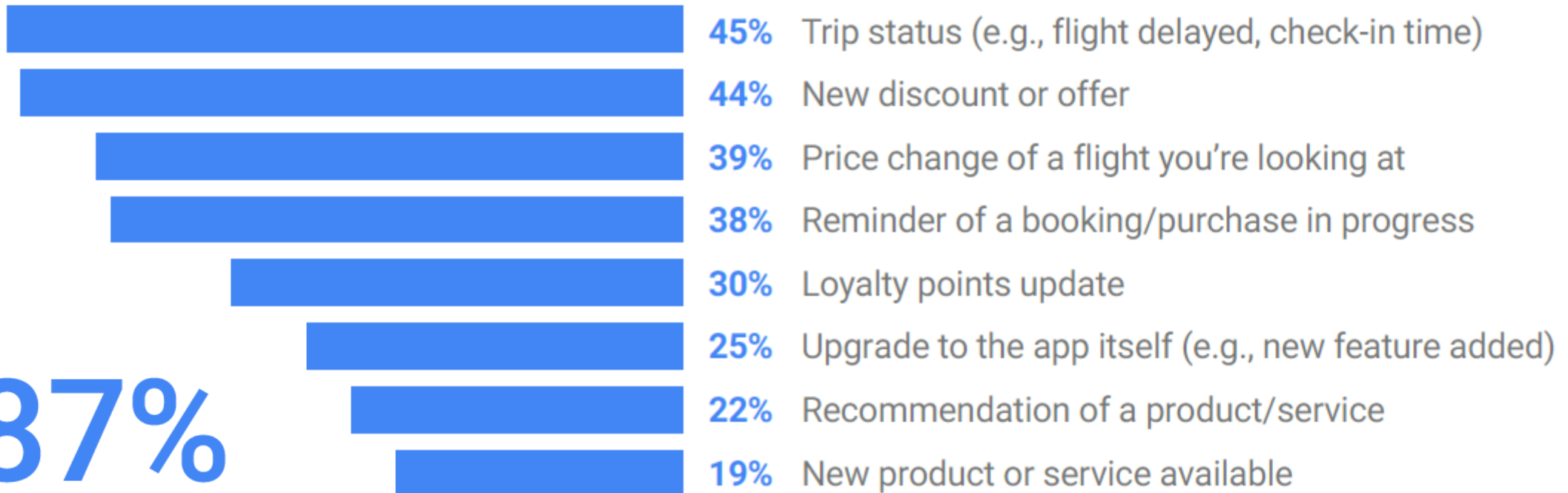
Relevant and helpful messages



87%

find travel
notifications on
mobile **useful**

Most useful notifications



Icelandair Crew App



