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WITH  
**SANJOG AUL**

**CIO Talk Network**  
**Wednesday at 7 AM Pacific**  
**April 10th 2013: Airlines' BIG Challenge: Gaining Customer Loyalty**

At home, work, in the airport or in the air...an airline customer can be touched in many ways: Personalized offerings, frequent travel rewards, and last but by no means least, a pleasant in-flight experience. These are what the customer expects and their delivery directly impacts customer allegiance! Are airline carriers delivering on these things? Where are the shortfalls? To what degree can technology help by positively impacting customer loyalty?



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