Air Canada Transforms Core Airline System to Provide Better Customer Experience

Air Canada, Canada's largest airline by fleet size and passengers transported, laid out a charter to reinvent itself and focus on customer experience as a prime enabler for competitive advantage. To fast-track meeting its key business goals of enhanced customer experience, improved profitability in its growing international network, increased operational performance, and better integration with other airlines, Air Canada set out to digitally transform its Passenger Service Systems (PSS).

Air Canada partnered with Hexaware on the digital transformation initiative to replace IBM TPF PSS applications with products from the Amadeus Altéa suite in the digital assurance space. The key objective was to ensure safe, secure, and reliable operations during transition. The scope involved implementing approximately 182 applications and products, including 23 Amadeus products to be integrated with 24 other applications while following an aggressive timeline. The engagement also included designing, developing, and implementing nine new applications, integrating 57 of the impacted applications with the new ecosystem, and providing rollout support and customer service desk support.

Air Canada believes no other airline ever attempted to replace its reservation, inventory, and departure control systems within a 24-month timeline. After co-creating and executing 70,000 functional and technical test cases in 18 months, rehearsals at more than 130 airports, 2,000 check-in scenarios, 4,500 airport kiosks, over 10,000 workstations and 122 flight departures, Air Canada was ready to move the system into production. The real challenge was ensuring that all the critical systems required to keep airline operations functional were not affected during the 12-hour transition.

Implementation day saw 100 percent on-time flight departures on the new PSS. It has given Air Canada a competitive edge. Some of the key tangible outcomes include:

- Reusable digital assets resulting in 35 percent increased productivity.
- 30 percent faster time to market for new features.
- 50 percent faster onboarding for new Air Canada employees.
- Substantial revenue uplift on an annual basis.

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