Singapore Airlines Elevates Customer Experience With Splunk

Key Challenges

Award-winning Singapore Airlines needed continuous high service availability across its complex systems to support its digital transformation efforts and continuously improve passenger experience.

Key Results

With full-stack visibility thanks to Splunk, Singapore Airlines can now find and fix issues faster — maximizing service uptime, optimizing customer experience and keeping the brand's reputation sky-high.

SINGAPORE AIRLINES

Industry: Aerospace

Solutions: Security, Platform, Observability

Products: Splunk Enterprise, Splunk Enterprise Security

Consistently ranked among the world's best airlines, Singapore Airlines never stops innovating.

Singapore Airlines (SIA), the national carrier of Singapore, is best known for its impeccable service standards — delivering timely, seamless experiences to customers since 1972.

With the shift towards digitalization, SIA continuously innovated despite the COVID-19 pandemic to update and enhance customer-facing interaction channels, including its self-service kiosks, mobile application, website and in-flight services. The goal: Ensure customer interactions with the airline are as seamless as possible.

To enable this, SIA deployed Splunk as their Operational Data Analytics (ODA) platform. This platform aggregates logs from many of SIA's critical customer-facing applications in real time, providing IT staff with a centralized place for data viewing, correlation, analysis and reporting.

Ensuring availability, stability and responsiveness

SIA wants to make it easy for customers to search, book, monitor and modify their travel plans via the airline's mobile applications and website — whether that's changing seats, tracking flight status, stating a meal preference or upgrading to business class — before their flight.

They also aim to ensure that customers have a seamless experience when checking in using either digital channels or self-service kiosks. Customers can easily complete their check-in process in slightly over a minute at any time of the day, skipping potentially long queues. During the flight, SIA also offers a full array of service experiences, from an in-flight entertainment system to seatback shopping and Wi-Fi connectivity.

Outcomes

75% +
faster issue detection

90%
fewer backend issues

Real-time
insights from across disparate data sources

To ensure these services are up and running around the clock, Splunk's ODA platform monitors all these systems, providing the IT support team with insights and tools to view, resolve and even predict issues. With the ability to easily retrieve session-relevant information during issue investigations, teams have improved mean time to resolution (MTTR) and deliver better uptime for these customer interaction channels.

Soaring in efficiency and effectiveness

With insights derived from near real-time monitoring, SIA's IT team now better supports ground operations when needed. For example, during peak holiday season or a major IT rollout, the team runs Splunk directly on the ground, helping them quickly troubleshoot any issues that passengers may face when using self-service kiosks. This real-time monitoring also makes critical insights available to teams supporting SIA's website, mobile applications and crew management system — ensuring quick resolution whenever a problem arises.

Deploying Splunk's ODA platform also helps the IT team combat complexity and eliminate stressful manual log searches. Splunk's data-driven, log-based analytics tools drastically improve the efficiency and effectiveness of issue detection and resolution for SIA. The team can easily create dynamic, intuitive dashboards to ensure different customer interaction channels, such as online web and mobile applications, are more stable, secure and reliable.

With Splunk's capabilities, the IT development team can better focus on creating and running business logic, rather than writing codes to trigger alerts and troubleshoot. As a result, the development team introduces new business features quickly and delivers fixes faster while also creating new applications and better maintaining existing ones.

Delivering first-class operations and service

Splunk also helps SIA better understand how customers use their applications. Every customer interaction provides data insights for the team to enhance customer online experience.

By using Splunk to analyze and compare various key indicators and metrics, SIA better understands how users are interacting with those features, helping inform the future roadmap and enhancement journey to improve customer experience.

With Splunk, non-tech-savvy business users and product owners can create their own Splunk dashboards and queries to get insights and make well-informed decisions based on customer needs.

Splunk dashboards also offer full-stack visibility into IT infrastructure for teams to proactively monitor the health status of their most critical applications. These improvements all contribute to the seamless customer experience.

Download Splunk for free or get started with the free cloud trial. Whether cloud, on-premises or for large or small teams, Splunk has a deployment model that will fit your needs.

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