



Providing a Flight Path to Stability and Profitability During Uncertainty

Early indicators in the travel sector show signs of optimism for 2021 compared with most of 2020, according to MarketWatch and other financial publications. With increasing consumer confidence in travel in general, and COVID-19 vaccines rolling out, airline stock prices are reversing their downward trend, and flights are increasing.

“However, ramping back up to pre-pandemic performance and profits will not be without growing pains,” says Rex Bull, CMO with SlickOR software.

“While we expect airlines to increase the number of flights over the next several months, there are a lot of unknowns associated with doing it right, particularly when there’s no history to forecast when and how much demand to expect.”

Consequently, in today’s pandemic environment, with no reliable booking history, ever-changing Covid-19 constraints, and fluctuating passenger demand, we ask: How can an airline align the flight schedule, published many months ago, with actual booking behavior closer to day of operations?

SlickOR has learned that there is no single answer. A growing number of agile airlines have an increasing appetite to tap into that near-term revenue opportunity by adding, canceling, and consolidating flights within a day or two of departure. More constrained airlines, but just as opportunistic, make those changes a week or two out, while the remaining airlines continue to make changes only months out.

So why are airlines moving toward a more flexible scheduling strategy, including close-in changes? The short answer is money. Airlines have realized they can flow tens of millions to the bottom line by aligning operations with near-term flight schedule changes.



Adjusting the schedule closer to the day of operations, offers profit opportunities, so long as the disruptions caused by those adjustments are managed across the entire system. Traditionally, those adjustments to minimize the operational disruptions are made by seasoned employees with decades of institutional knowledge, along with visualization tools.

However, in this pandemic, we have seen hundreds of knowledgeable employees accept early retirement or buyout offers, taking with them years of knowledge and problem-solving tactics.

Thus, we have a dilemma—airlines have near-term revenue opportunities, which trigger operational disruptions, and fewer experienced employees to solve the disruptions. Can you have your cake (profit) and eat it too (solve the ensuing disruption)?

Many airlines wisely turn to technology to help fill that knowledge gap and ensure optimal solutions are implemented quickly and efficiently. With software that's proven in multiple disruption scenarios, supplemented by AI tools that learn booking patterns and suggest schedule adjustments, your teams can quickly react to the daily dynamics of air travel, while considering hundreds of moving parts of the operation.

For instance, to simply add a flight or cancel a flight impacts the planned flight schedule, crew schedule and will likely impact passenger and crew connections, crew legalities, aircraft maintenance schedules, gate planning and a host of other potential issues.

With the right balance of software, data analytics and knowledge, airlines can add tens of millions of dollars to their bottom line by a willingness to adjust and align the planned flight schedule with the passenger demand.

With the possibility of tens of millions of dollars in profits on the line, airlines need a partner that can drive costs down and consumer confidence up. SlickOR has the proven experience in airline efficiency optimizations to help airlines solve the complexities of airline disruptions.



SlickOR offers a suite of software solutions backed by years of experience increasing airlines' operational performance indicators, such as on-time performance, completion factor, net promoter score, and least cost solutions. They leverage data to streamline all aspects of airline ops, from minor daily disruptions to major weather events.

Offer a more flexible schedule and managing the associated disruptions in an efficient manner equals happy customers and a happy bottom line. To learn more, visit our website or call us directly at 800-965-6560.