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Accenture and Changi Airport Group Extend Collaboration to Enhance Traveller Experience

SINGAPORE; August 18, 2022 - Accenture (NYSE: ACN) and Changi Airport Group (CAG) are expanding their collaboration for the next three years to further transform operations and enhance the experience for travellers visiting Singapore Changi Airport.

The expanded collaboration builds on a partnership between Accenture and CAG that began in 2019 with the establishment of a digital factory, known as [DIVA](#) – for digital, innovation, ventures and analytics – designed to enable

CAG to develop, experiment and launch new digital products and services.

Under the new agreement, the two organisations will leverage innovative technologies such as extended reality, machine learning, Internet of Things and edge computing to enable Changi to seamlessly engage travellers at various touchpoints, from before they arrive at the airport to after they leave. There will also be knowledge and skills transfer to the CAG team.

“Changi Airport Group has always put our customers first; constantly enhancing the airport experience and pleasantly delighting our customers even when they are not travelling,” said Hung Jean, group senior vice president for Enterprise Digital Ecosystem & Business at CAG. “In this next phase of our digital transformation journey, how we deliver the unique Changi experience, whether offline or online, to our customers remains key. Our vision is to build deeper relationships with our customers and strive to serve them even better through innovative and interactive digital solutions. We are happy to extend our collaboration with Accenture, who has proven to be a valuable partner with the ability to combine innovative design capabilities with technology and industry expertise.”

Ng Wee Wei, country managing director for Accenture in Singapore, said, “We have been working closely with CAG to implement digital enhancements and infuse a culture of experimentation. As the line between the physical and digital continues to blur, organisations have the opportunity to address issues like trust, sustainability, safety, responsible access and use, diversity and more, helping set the stage for the future. We see many new possibilities to bring even more immersive collaborative, personalised and meaningful experiences to CAG’s customers.”



From left: Hung Jean of CAG, Ng Wee Wei of Accenture

Adopting a customer-centric approach based on rapid prototyping, the two organisations will jointly design and roll-out new digital products across Changi. This will include, among other things, a new loyalty platform that will enable customers to earn points for both spending and traveling, redeem loyalty points across channels in one place and provide more redemption choices, encouraging customers to stay engaged and connected. By integrating data from various sources, the platform will allow Changi to understand its customers better, enabling the company to provide them with highly personalised communications, experiences and offers.

Accenture will also implement a centralised identity and access management solution to help improve data security and privacy. This will eliminate the need for customers to sign in through multiple accounts to access different applications.

Divyesh Vithlani, senior managing director and Accenture Southeast Asia market unit lead, said, “We aim to leverage emerging technologies such as Web3 to help Changi connect its customers, partners and their workforce to give everyone greater choice and control over how they work, live, play and learn while building a greater sense of community and culture. Facilitating knowledge and skills transfer to Changi’s employees will also enable Changi to be more self-sufficient to achieve better business outcomes.”

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

As one of Asia's most connected international aviation hubs, Changi Airport links Singapore to over 120 cities globally, with over 80 airlines operating more than 4,000 weekly flights. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, adding to Changi Airport's shopping and dining offerings of close to 500 F&B and retail outlets. The world's most awarded airport, Changi has won over 600 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.