

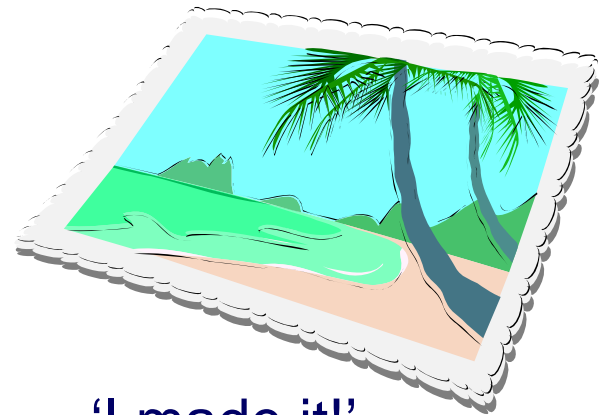
Fear of flying: an airline perspective

Bram Graber



Involvement...

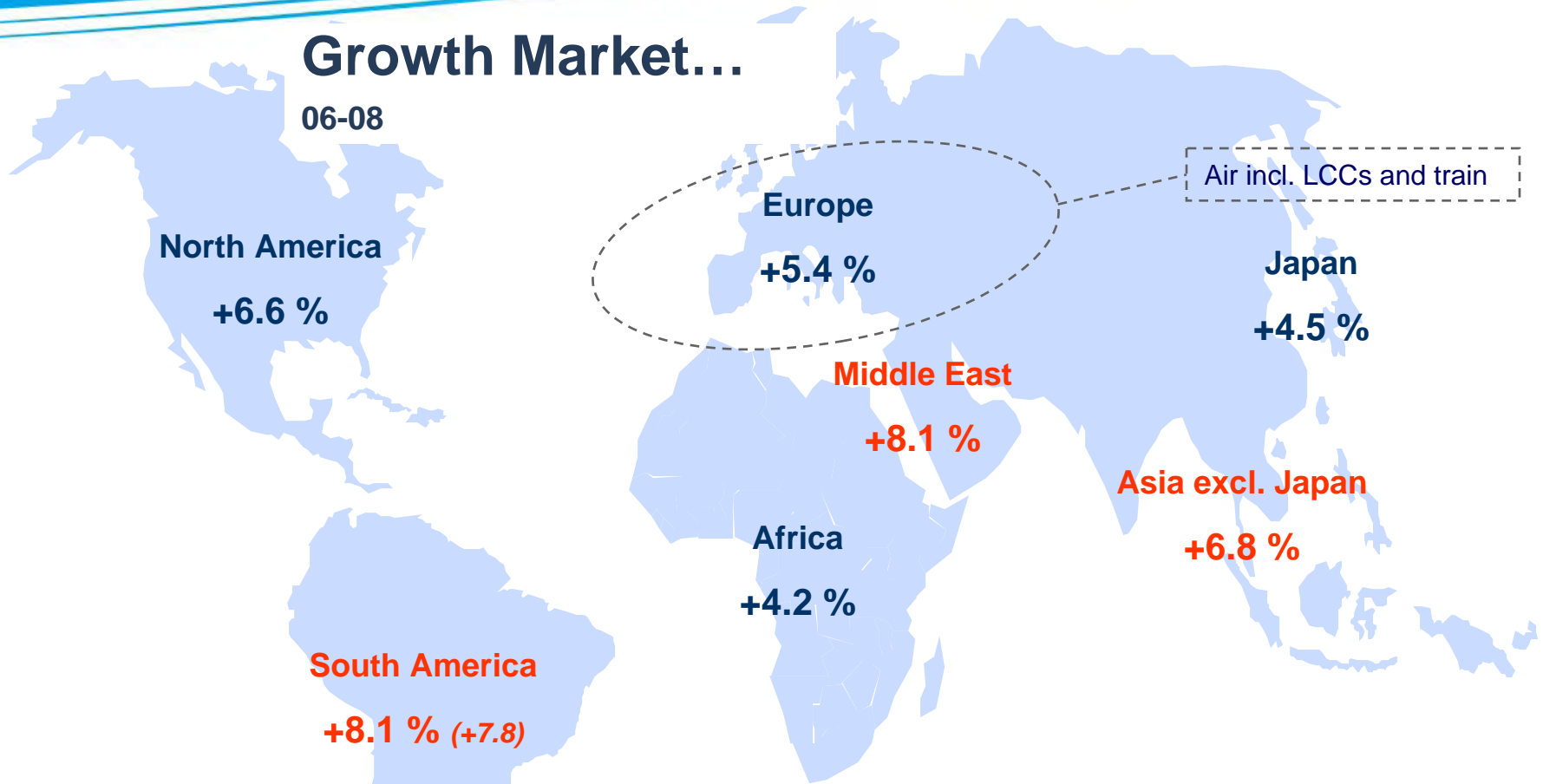
- Direct commercial interest ?
- Making travel accessible...
- Options for positioning



'I made it!'

Growth Market...

06-08



**Growth of demand
International long-haul
+ 6.7 % per year**

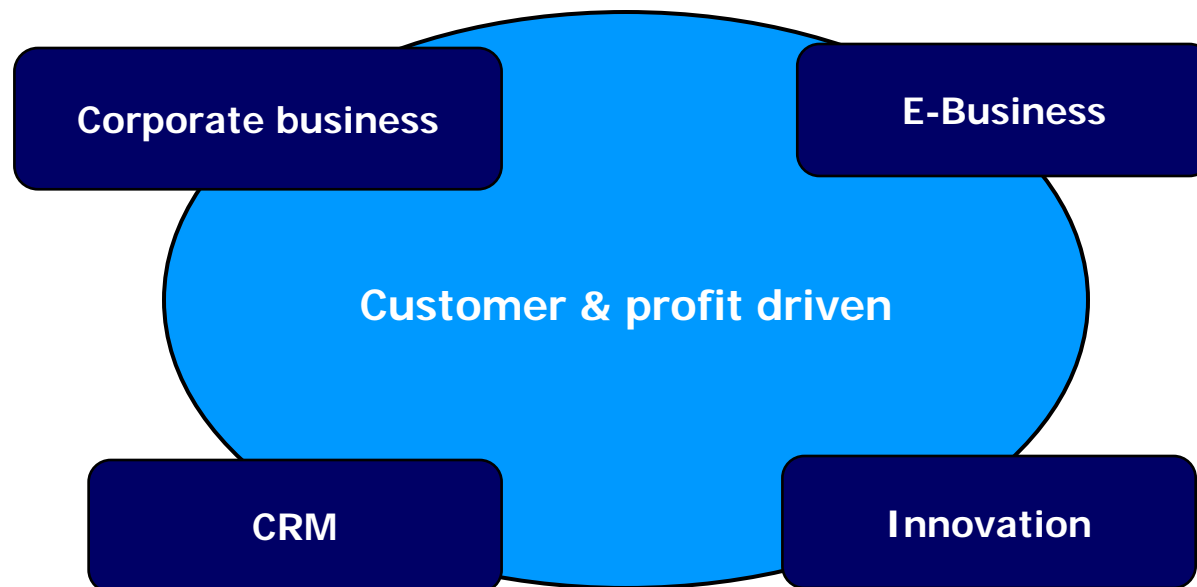
Customer perspective



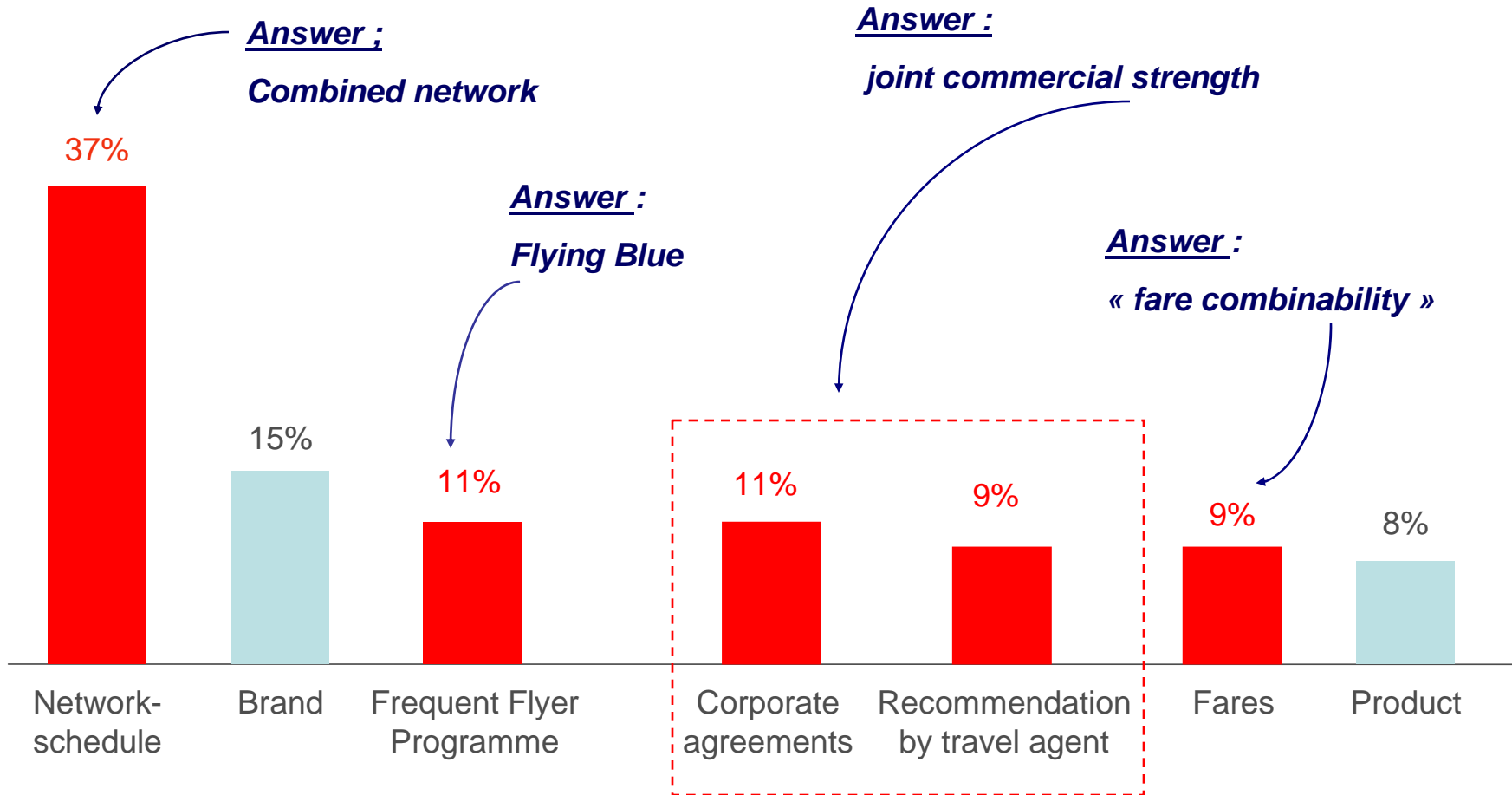
- Choice

- Grip

Commercial priorities

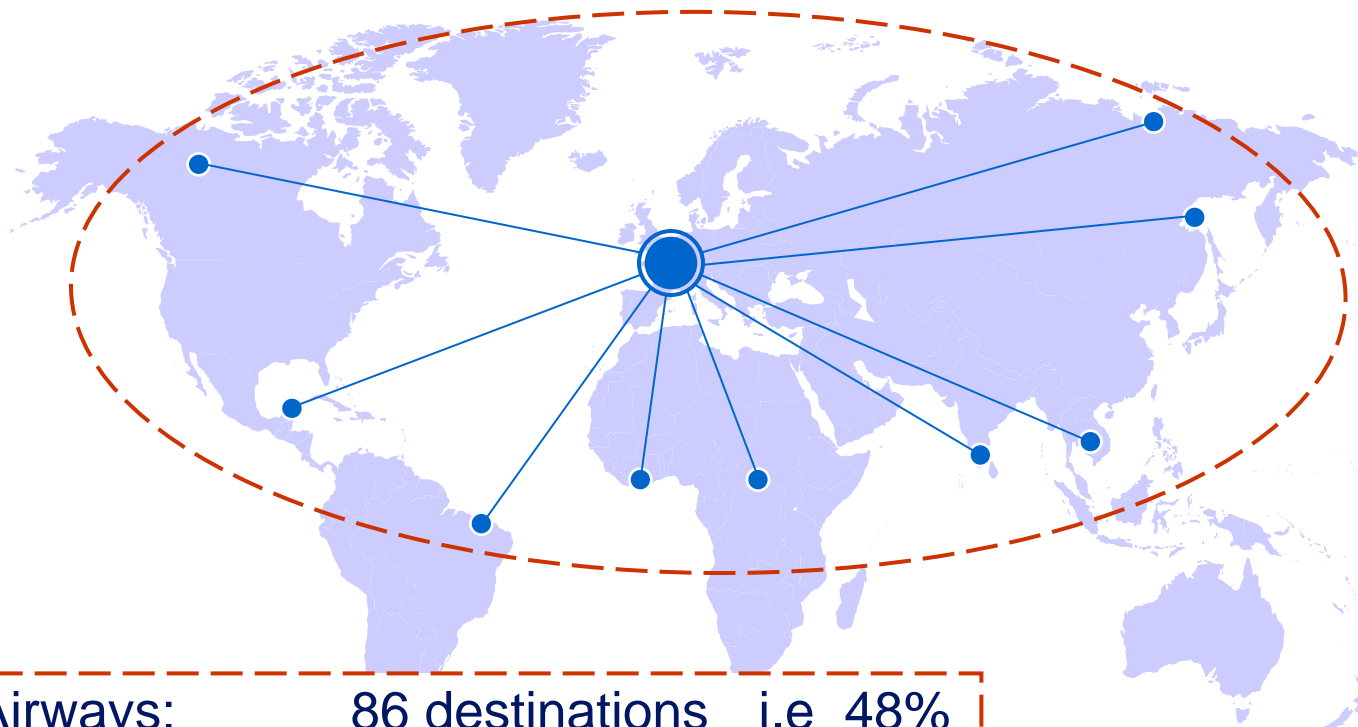


Why do corporate customers choose Air France or KLM?



The number one network linking Europe to the rest of the world...

Of the 178 long-haul destinations* operated from Europe by AEA members

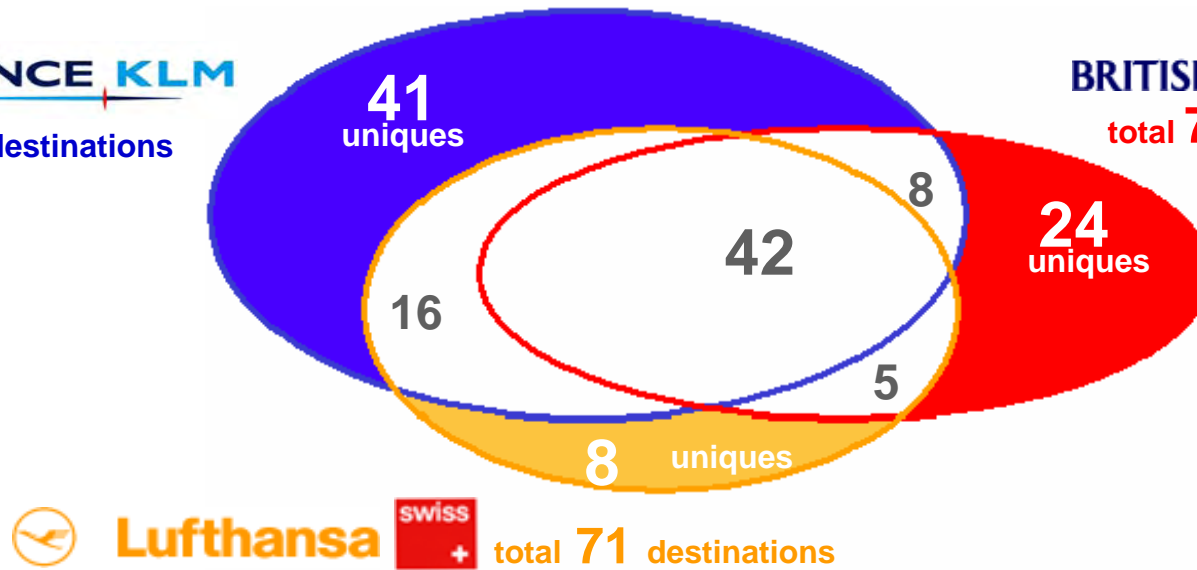


British Airways:	86 destinations	i.e 48%
Lufthansa + Swiss :	78 destinations	i.e 44%
Air France:	80 destinations	i.e 45%
KLM:	59 destinations	i.e 33%

AF+KLM
= 111 destinations
i.e 62%

AIR FRANCE KLM
total **107** destinations

BRITISH AIRWAYS
total **79** destinations



Circle of contact...



Customer Relationship Management

- Customer retention is a priority
- Keeping our customers informed about special offers and news
- Customer relevancy is key!

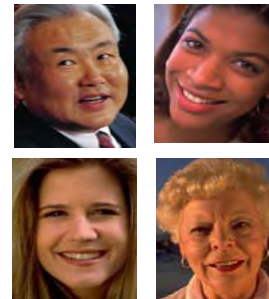
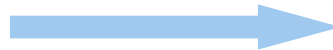


Customer focused, inbound communication

“Let me find the best group of people to tell about it.”

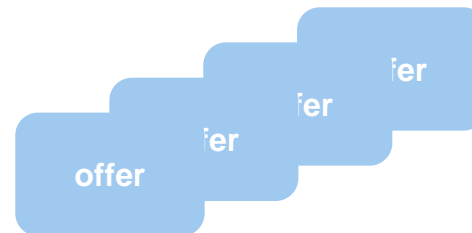
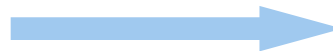
Outbound

“I have an offer ...”

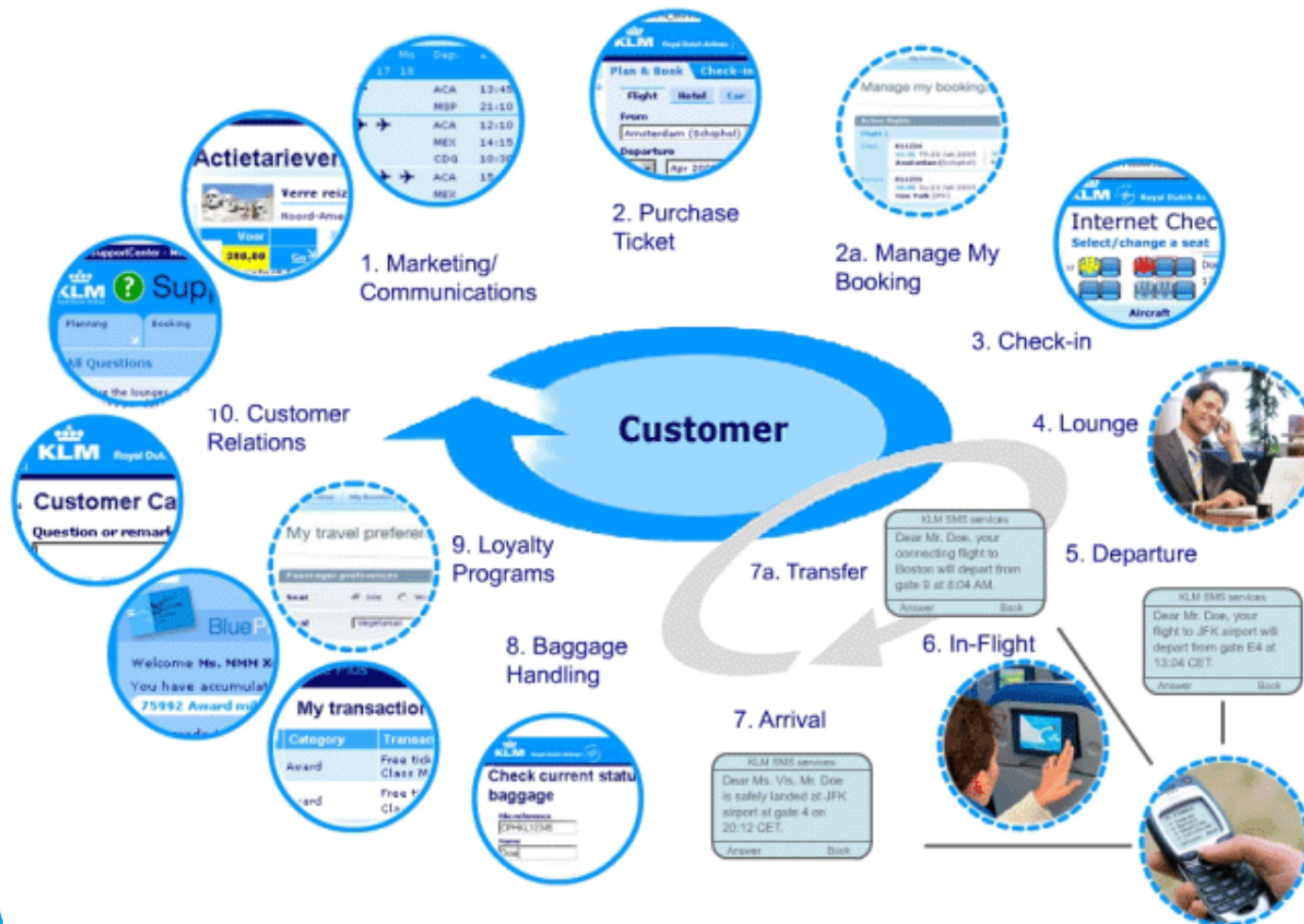


Inbound

“I have a person ...”

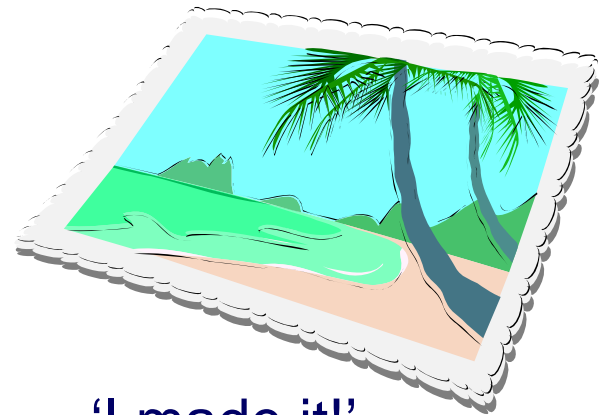


Circle of contact...



Involvement...

- Direct commercial interest ?
- Making travel accessible...
- Options for positioning



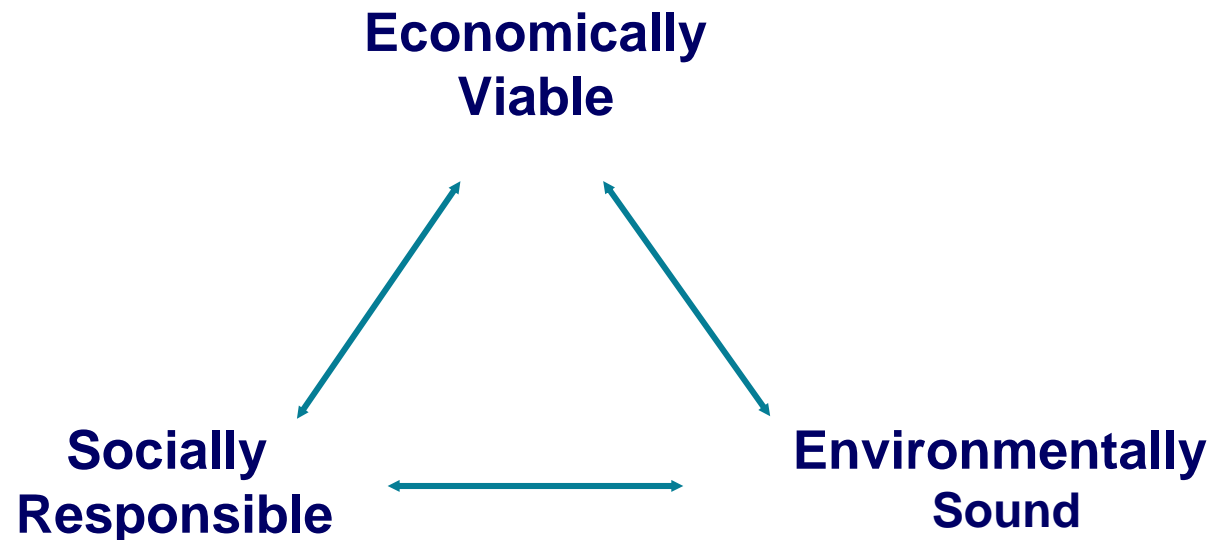
'I made it!'

Corporate Social Responsibility

Balancing People, Planet, Profit...

New CSR policy “setting the standards in airline industry”

KLM signed UN Global Pact

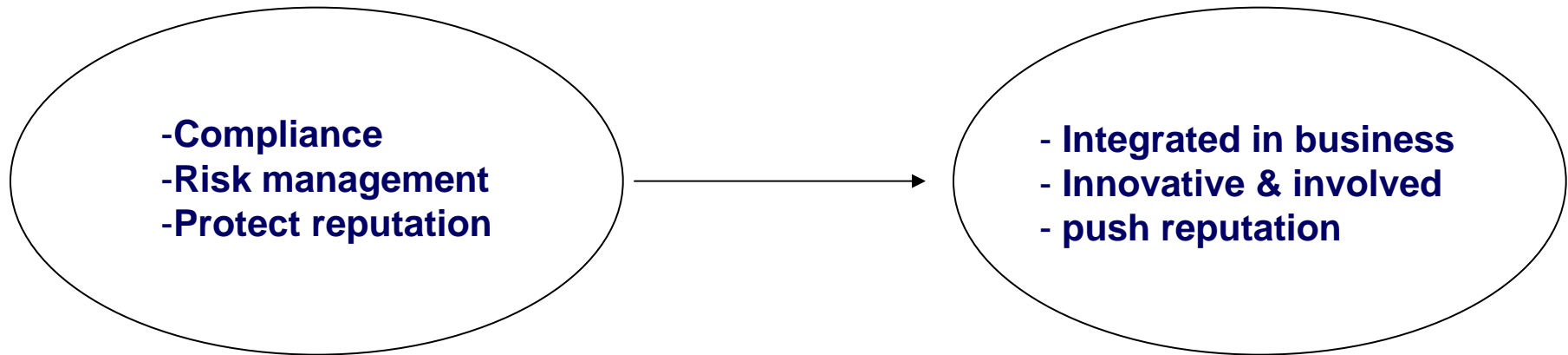


Shifting focus

from defensive CSR

to

**setting CSR standards
in airline industry**



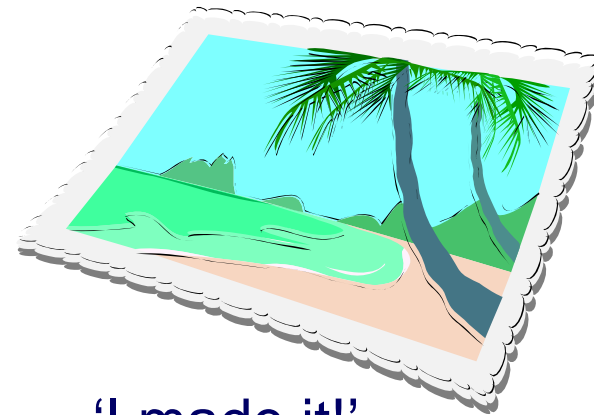
Tension between company and society → Interdependency company and society

KLM CSR topics are selected:

- Governance*
- Safety & security*
- Economic growth*
- Employment*
- Human Capital*
- Health/ well-being**
- Protecting environment*
- Contributing to community*

Involvement...

- Direct commercial interest ?
- Making travel accessible...
- Options for positioning



'I made it!'

How to position?

Independent for profit organization

Not-for-profit, KLM involved



Access, long term sustainability, focus

Critical for success...

- Contributions in kind
- Staff involvement
- Customer involvement
- Socially relevant

