KLM asix

A guide for sharing proactive and feed-forward information with airline passengers during a disruption.

Acknowledge:
Greeting. Acknowledge and announce the problem / adverse / disrupted situation, engage and get the passenger's attention

Advise:
Advise the passenger on what to do next, where, when and how, share why if relevant

Assure:
Assure the passenger by offering options/ showing the action taken / to be taken to mitigate the situation

Assist:
Assist the passenger by guiding them + providing timely updates on the developing situation and circumstances

Act:
The actions the passengers have to take in order to help KLM deliver the desired result and experience.

Assess:
Acknowledge the impact of the disruption on the passenger's plans and commitments, and collect feedback on KLM's attempt to help the passenger through the experience.

The world of airline travel is extremely complex and in most cases quite stressful for most of the people involved. Add to that, the prevalence of disruptions such as delayed flights, canceled flights and missed connections, and we get a mix of extremely frustrated and unhappy passengers. Having recognised this aspect of disruptions KLM has embarked on a promise to deliver exceptional service and show care to passengers during their journey. The challenge for KLM is to provide exceptional level of service and care even when the passengers journey is disrupted. A key factor that influences passenger perception is the information provided by KLM.

KLM uses a number of communication channels to provide information. However, most often, all these pieces of information are not consistent, relevant, personalised or on time.

In order to make all information more coherent and consistent across all channels and touchpoints, there was a need to evolve a communication structuring, design and dissemination framework which effectively and consistently delivers the most relevant informational content as expected and desired by passengers under conditions of flight disruption and otherwise. Thus, The Asix structure for information content was created to unify all the information content.

The Asix structure provides guidelines as to how the information should be structured along with giving guidelines about the tone of voice of the message as well. In essence, messages designed on the basis of the Asix structure make the passengers feel more recognised, acknowledged and seem to be more sincere and heartfelt which positively influences their perception about KLM and their situation as well, thereby increasing their trust in KLM and their belief that KLM truly cares for them.

ACKNOWLEDGE
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