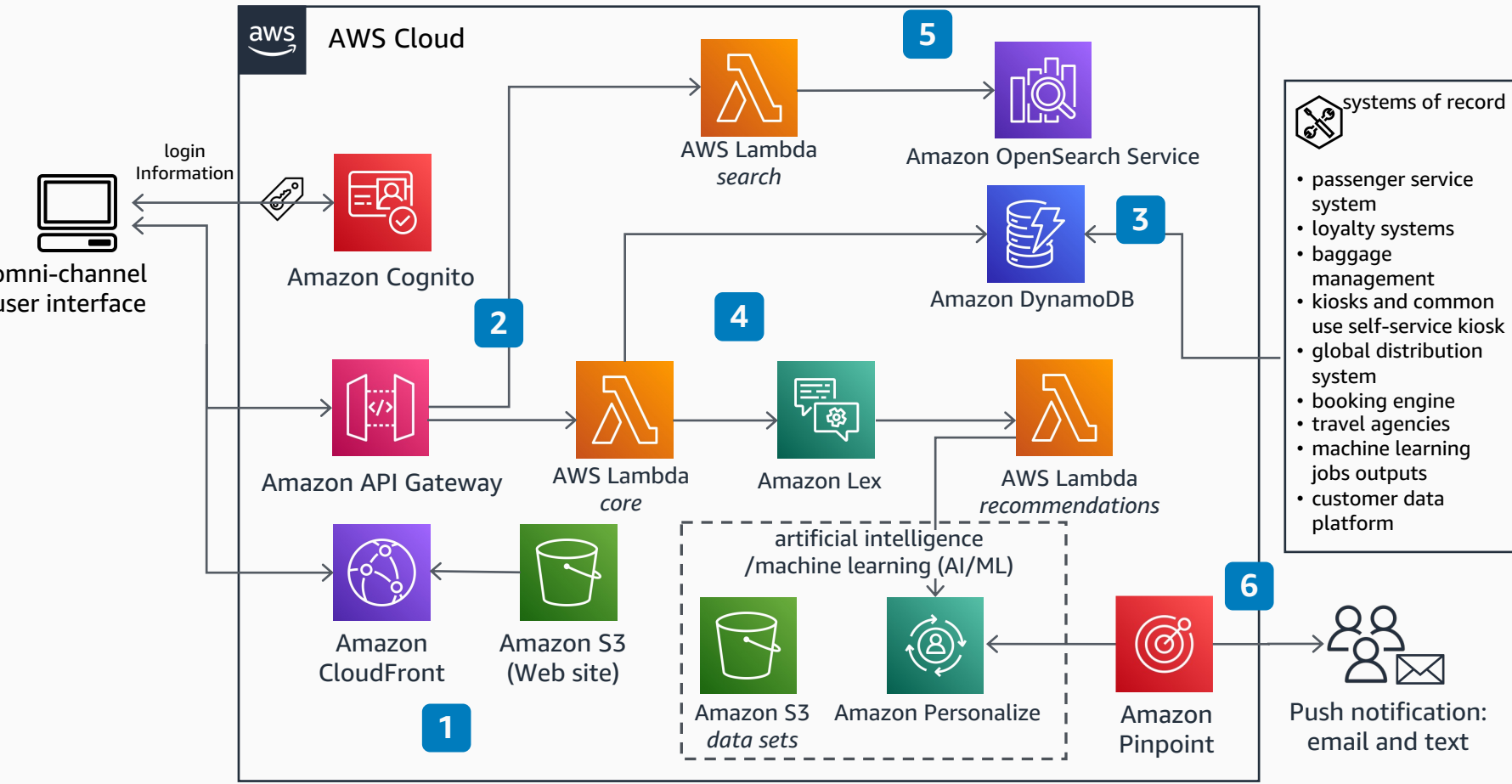


# Omni-channel Customer Engagement for Airlines

This reference architecture provides a unified user interface for customer service teams (both centralized and on location) at Travel and Hospitality (T&H) companies to provide personalized customer service across all channels at every stage of their customer's journey.



- 1** Use **Amazon Simple Storage Service (Amazon S3)** to store website, configuration files, and **Amazon CloudFront** to serve a unified user interface.
- 2** Invoke **AWS Lambda** to provide personalized recommendations for travelers and generate data through **Amazon API Gateway**. API access is controlled through **Amazon Cognito**.
- 3** Serverless database architecture runs on **Amazon DynamoDB** to collect key Traveler 360 data from several sources, personalization data processing workload outputs, and systems of records.
  - passenger service system
  - loyalty systems
  - baggage management
  - kiosks and common use self-service kiosk
  - global distribution system
  - booking engine
  - travel agencies
  - machine learning jobs outputs
  - customer data platform
- 4** A chatbot powered by **Amazon Lex** asks for traveler input data and automates the delivery of personalized user interactions and recommendations.
- 5** Use a search service for available products to recommend in the data bank index by using **Amazon OpenSearch Service**.
- 6** Use a mail or mobile push notification service to send recommendations to travelers, scheduled through **Amazon Pinpoint**.

