

生态与联盟 | 客户成功故事

打造数智化业务中台 加速航司数字化转型

德勤中国领先的多元专业服务能力与阿里云先进的技术解决方案相结合，助力大型国有航司搭建数智化业务中台，分阶段逐步建成价格中心、支付中心和结算中心，实现对标世界一流航司的智慧化、一体化价格平台管理。



关于客户

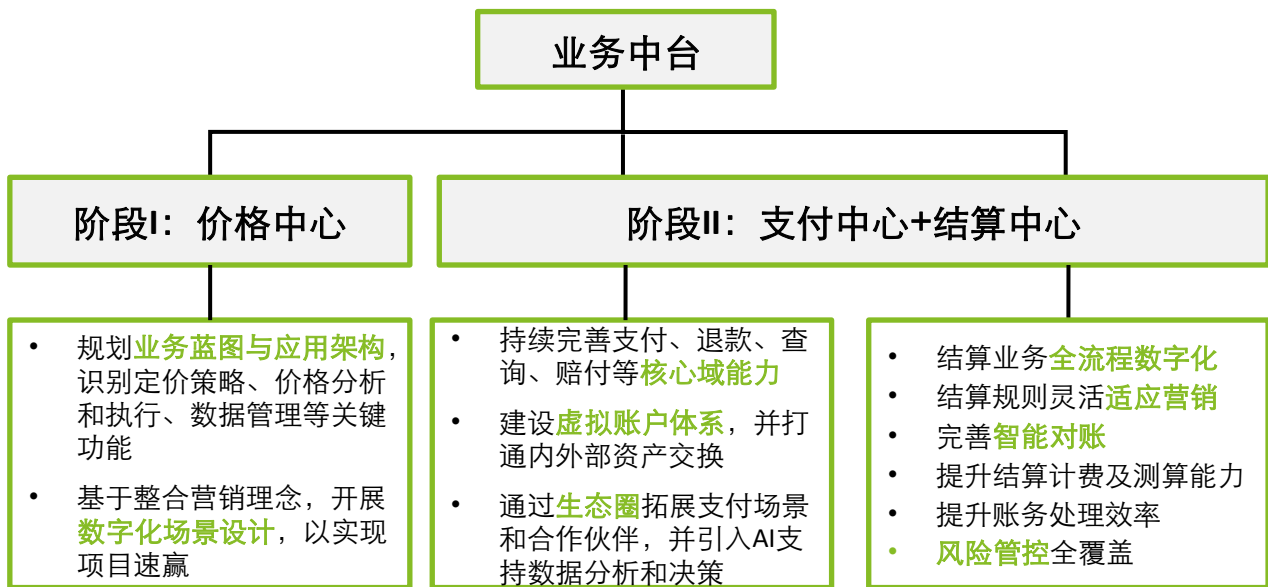
客户是国有大型航空公司，拥有2大基地、20家分公司、境内外共逾70家营业部。客户以数字化、便捷化为着力点，致力于为旅客打造一流的服务体验，并通过加快推进数字化转型，开启高质量发展的新征程，不断向具有全球竞争力的世界一流航空运输企业的目标迈进。

客户诉求

为落实“十四五”规划要求，构建以客户为中心的一体化营销体系，客户陆续着手建设以价格中心、支付中心和结算中心为核心的数字化业务中台，并在后续五年内推动“用户需求—营销策略—产品运营—用户触达—效能评估”闭环体系的建立。

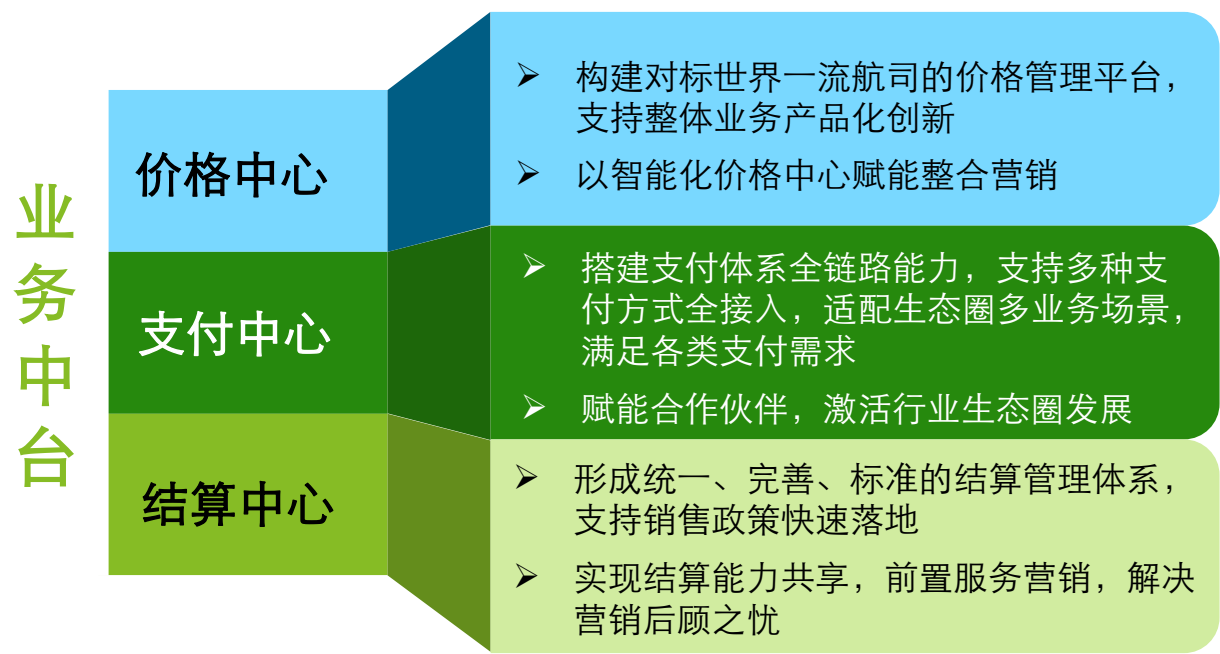
解决方案

德勤中国凭借在数字化转型领域的深厚专业积淀和丰富实战经验，对标世界一流航司的策略研究，并借助阿里云的前沿数字技术，为客户打造了一套分阶段、定制化的综合解决方案：



项目成果

德勤中国采取分阶段的定制化解决方案，帮助客户逐步建立价格中心、支付中心和结算中心，构建数智化业务中台，推动实现营销领域治理体系化、运营数字化、组织平台化。



德勤 | 阿里云

作为阿里云全球战略合作伙伴，德勤将领先市场的创新能力、专业洞察和行业经验与阿里云的前沿技术相结合，建立起全球性的联盟网络，致力于为企业数字化转型提供高质量、全方位的解决方案，为客户创造价值增长并赢得市场声誉。

📞 敬请联络德勤：

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我们诚信为本，坚守质量，勇于创新，以卓越的专业能力、丰富的行业洞察和智慧的技术解决方案，助力各行各业的客户与合作伙伴把握机遇，应对挑战，实现世界一流的高质量发展目标。

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Build a digital business platform Accelerate the digital transformation of an airline client

Leveraged Deloitte China's leading diversified professional service capabilities with Alibaba Cloud's advanced technology solutions, we assist large state-owned airline in building digital business platforms, gradually building price, payment, and settlement centers in stages, and achieving intelligent and integrated price platform management that benchmarks world-class airline.

About Client

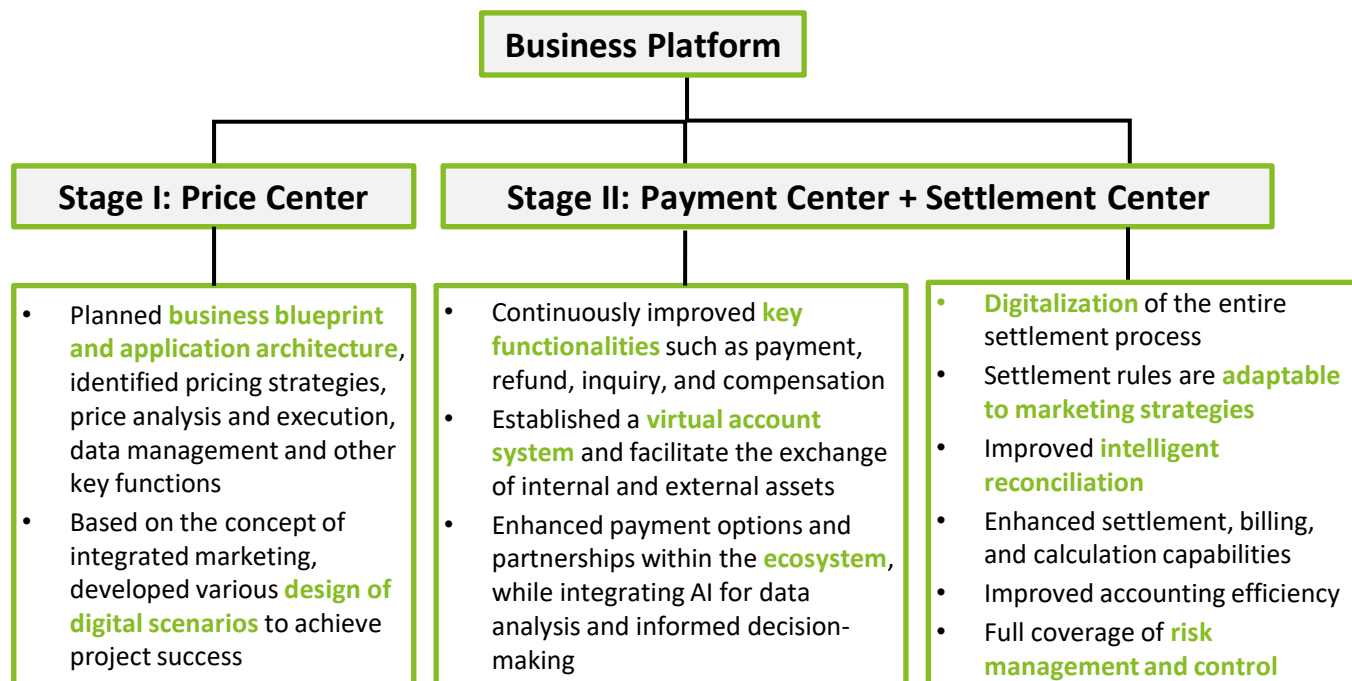
The client is a major state-owned airline with two hubs, 20 subsidiaries, and over 70 offices worldwide. It prioritizes digitalization and convenience to deliver a first-class passenger experience. By accelerating the digital transformation process, it is embarking on a new journey towards high-quality development, and aiming to become a globally competitive, world-class airline.

Requirements

In order to implement the requirements of the "14th Five-Year Plan" and build a customer centric integrated marketing system, the client has gradually started to construct digital business platforms with price, payment, and settlement centers as the core, and will promote the establishment of a closed-loop system meeting "user needs, marketing strategies, product operations, user outreach, and performance evaluation" in the next five years.

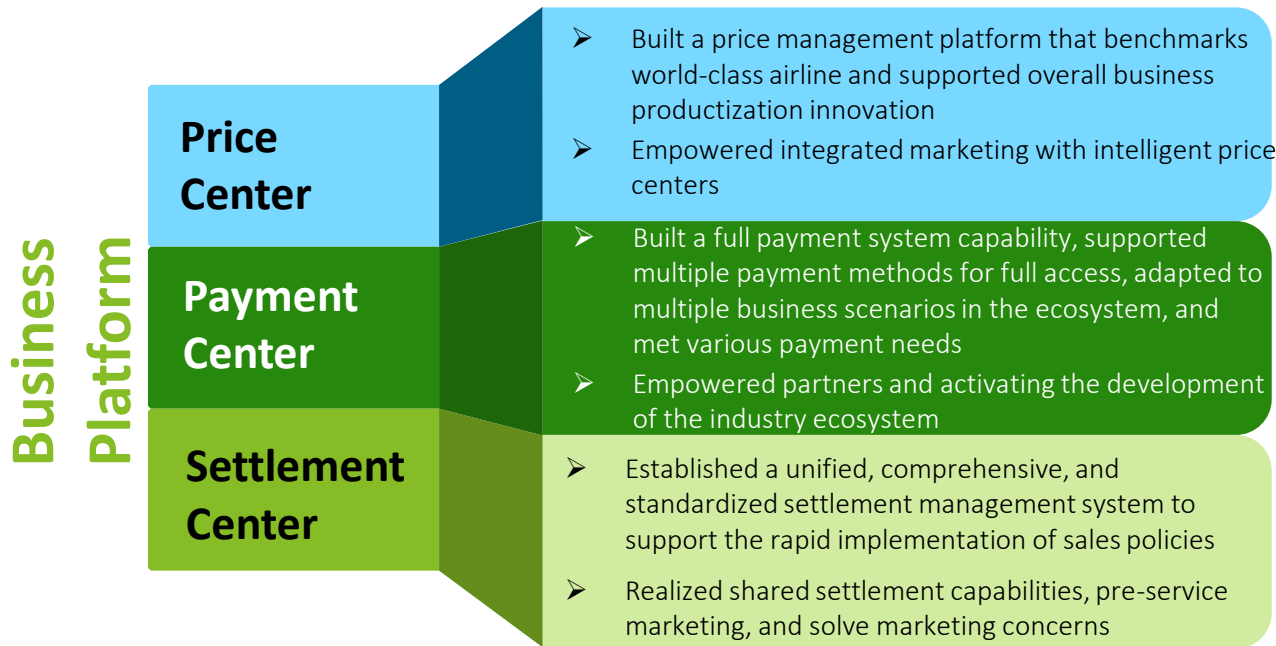
Solution

Deloitte China, with its profound professional accumulation and rich practical experience in the field of digital transformation, conducts strategic research on world-class airline and leverages Alibaba Cloud's cutting-edge digital technology to create a phased and customized comprehensive solution for client.



Results

Deloitte China adopts a phased customized solution to assist client gradually establish price, payment, and settlement centers, build a digital business platform, and promote the systematization of marketing governance, digitalization of operations, and organization of shared resources.



Deloitte | Alibaba Cloud

As a global strategic partner of Alibaba Cloud, Deloitte leverages market leading innovation capabilities, professional insights, and industry experience with Alibaba Cloud's cutting-edge technology to establish a global alliance network, committed to providing high-quality and comprehensive solutions for Chinese enterprises going global and multinational enterprises operating in China, creating valuable growth for clients and winning market reputation.



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因我不同
成就不凡

始于 1845

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