Guest column: The cabin that reads the room

In this guest column, Ralph Wagner, CEO at Axinom, breaks down how the decisions an airline makes in its digital cabin impact the passenger experience.



Ralph Wagner, CEO, Axinom

LEO opened the pipe. Now decisions matter. It is getting personal.

The cloud-based Journey Context (connected to your loyalty program)

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Experiences are everything the cabin can show or do for a traveler: movies, seat moves, upgrades, fast-track, lounge passes, city transfers or simple help cards. Each Experience carries a few fields: what type it is (content, service, upgrade, pass, transfer, assist), who is eligible for it and how much inventory remains, when it makes sense to surface it (for example after take-off or in the pre-landing window), on which surfaces it can appear (seatback, portal, crew tablet) and how success is measured (a start, a booking or a show-up).

Journey Profiles describe the traveler and this specific trip. They combine persistent details like language and loyalty tier with live session signals such as recent actions, device, seat, and cabin. They also include operational context—connection risk, time to landing, baggage status and any disruption flags—and, when available, short-term intent inferred from what the traveler is browsing or asking for right now.

Put simply: Experiences define what is on offer; Journey Profiles define who needs what now.

Recommendations that decide what shows up next

With the Journey Context in place, an AI-driven recommendation engine keeps answering one question: What is the next best thing for this traveler, now? The same engine drives every surface:

- **Passenger:** Screens feel personal within the first taps; “Because you started…,” short picks on morning hops, long-form on red-eyes; if a connection looks tight, help content steps forward first.

- **Crew:** Tablets show quiet next-best-action prompts; for example, who was rebooked and needs assistance: auto-sorted to what is doable on this pass.

- **Operations:** The same context runs disruption flows, cabin messages and partner benefits under one playbook; truth syncs cleanly to ground systems.

Commerce that follows the moment (not a script)

Treat products and services as items in the same catalog. The engine chooses when to surface real options: quick bundles on short sectors, lounge day-passes on long ones, upgrades or fast-track when inventory exists, transport choices as Arrival Mode kicks in. Advertising becomes sponsored actions (“skip the queue,” “bags delivered,” “dine near your hotel”), and brands pay for outcomes.

Why this works

One source of truth (Experiences × Journey Profiles) plus one decision layer = a cabin that reads the room. Passengers find what they want faster, crew act with confidence and partners convert more often. Same aircraft, same systems–just smarter choices at the right moment.

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