

SAUDIA selects Accenture for digital transformation



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[SAUDIA](#) has announced a new partnership with global professional services firm [Accenture](#), aimed at revolutionizing the airline's guest experience.

Under this agreement, SAUDIA will embark on a comprehensive digital transformation program, leveraging advanced technologies and artificial intelligence to create a seamless and highly personalized travel journey for its passengers, while simultaneously boosting operational efficiency.

"SAUDIA is looking to reimagine how our guests can choose, buy and enjoy leisure, business, and religious experiences," said Khaled Alhazmi, Chief Information Officer, SAUDIA, in a May 22 press release. "With Accenture's support, we will create seamless and curated journeys with hyper-relevant experiences across digital and human-driven interactions. Guests will be able to modify flights, purchase transit eVisas, and enjoy new self-service features across all digital channels."

The collaboration between SAUDIA and Accenture will see the development of more than 260 innovative digital and electronic services within a span of two years. Passengers can look forward to an array of personalized offerings and a hassle-free travel experience that encompasses every stage of their journey, ranging from ticket search and booking, to check-in, inflight services, and post-sale support. The implementation of these cutting-edge digital systems, tailor-made by Accenture for SAUDIA, is anticipated to enhance operational efficiency and drive down costs, owing to the adoption of a new enterprise-wide cloud-based data foundation.

This partnership is set to deliver a range of initiatives aimed at augmenting the value for SAUDIA's passengers and fulfilling the company's strategic objectives. Notable projects include the establishment of a digital experience studio, decoupling of digital infrastructure to accelerate and de-risk the digital transformation process, modernization of technical systems, creation of a cloud data

lake and the development of a smart guest care center.

"Through this strategic collaboration, our primary aim is to enable SAUDIA to tap into the combined power of digital, cloud, and data, laying a strong foundation for continued innovation," said Gerardo Canta, Senior Managing Director at Accenture, in the same release. "We are honoured to be working with SAUDIA to achieve its vision of creating a seamless, exceptional travel experience for its customers."

The digital experience studio will serve as a hub for creativity and innovation, enabling SAUDIA to design and deliver exceptional digital services that cater to the unique preferences of its passengers. By decoupling the digital infrastructure, the airline aims to streamline operations, increase agility and expedite the integration of new technologies.

The creation of a cloud data lake represents a significant step towards harnessing the power of data analytics to gain valuable insights and improve decision-making processes. By consolidating vast amounts of data into a centralized repository, SAUDIA will be equipped to unlock new opportunities for enhancing guest experiences and optimizing operational efficiencies.