

Assaia and Omnevo track AI trends shaping the passenger experience



Omnevo CEO Michael Raasch (left) and Assaia CEO Christiaan Hen (right)

AI is transforming the passenger experience at every stage of the journey, but its impact is especially personal when it comes to inflight entertainment and onboard retail. From tailored content recommendations to seamless shopping experiences, AI is redefining how travellers interact with airlines. *PAX Tech* interviewed [Omnevo](#) CEO Michael Raasch and [Assaia](#) CEO Christiaan Hen ahead of AIX 2025 to learn more about the topic.

As Raasch says, “We approach personalization as a dynamic, data-driven process that seamlessly integrates into the passenger journey without being intrusive. Our platform ensures that every touchpoint- whether pre-trip, inflight or post-travel is synchronized through real-time data.”

AI and ancillary revenue

Omnevo delivers relevant recommendations to airline passengers by leveraging passenger profiles, historical behaviour and contextual data, such as flight routes and preferences.

“The key is to embed these offers naturally into the digital experience, whether that is within an airline app, a seatback screen or an inflight Wi-Fi portal, making the experience feel intuitive rather than disruptive,” Raasch explains.

When asked how AI-powered recommendations significantly improve passenger engagement or conversion rates in e-commerce, Raasch tells *PAX* that AI-driven dynamic bundling has boosted ancillary revenue for airlines using Omnevo’s platform.

“By analyzing passenger preferences and travel data in real-time, our algorithm can curate relevant product bundles,” he reveals.

These bundles range from duty free items, meal upgrades or lounge access – regardless of the product bundle, it is presented to the passenger at precisely the moment the system determines the individual is most likely to convert.

“We have seen airlines and airports achieve double-digit increases in ancillary revenue and engagement rates through this level of personalization,” Raasch says. “Another case involved optimizing inflight retail, where recommendations based on past purchases led to a significant uplift in conversion rates compared to static, one-size-fits-all promotions.”

According to Omnevo, AI-powered personalization can lead to conversion rate improvements of 20 to 40 percent compared to static offers, while automation reduces operational costs, streamlining crew workflows and reducing reliance on manual processes.

“The long-term value also comes from increased passenger satisfaction and loyalty, leading to higher retention rates and repeat purchases,” says Raasch.

Efficiency and passenger satisfaction

Raasch also notes that beyond enhancing the passenger experience, AI-driven e-commerce solutions unlock significant operational efficiencies for airlines and transport operators.

“AI can optimize inventory management by predicting demand more accurately, reducing overstocking and waste, particularly in onboard retail and catering,” he explains. “AI-powered automation also reduces the burden on crew members by handling routine transactions and inquiries, allowing them to focus on service excellence.”

Assaia’s Hen tells *PAX Tech* a well-optimized turnaround has a direct and significant impact on the passenger experience with a majority of passengers considering [performance the most important factor](#) in overall travel satisfaction

“Delays and disruptions are the leading cause of negative passenger sentiment, often resulting in missed connections, longer wait times and poor airline ratings,” he explains. “Assaia’s AI-driven insights help airports and airlines proactively manage ground operations, minimizing these disruptions.”

Assaia uses AI to identify potential delays on the apron to allow airlines and ground services to course correct more quickly and minimize the impact on the traveller. Assaia’s system also optimizes ground handling events so that taxi-in times can be shortened, enabling passengers to disembark faster and reducing wait times for an available gate.

“AI enables airlines to enhance both operational efficiency and passenger experience, ensuring that cost-saving measures do not come at the expense of passenger comfort,” says Hen. “By optimizing resource allocation, such as ensuring adequate staffing for baggage handling, boarding processes or reducing aircraft idle time, AI helps airlines deliver a more reliable and seamless travel experience.”

AI as the backbone

It seems clear that AI will become increasingly prevalent in supporting the passenger experience in all aspects, from optimizing turnaround times to aiding airlines in boosting ancillary revenue. Raasch predicts AI will become the backbone of the travel retail ecosystem, shifting from being a tool for personalization to a fully integrated, predictive commerce engine.

“We anticipate AI will drive hyper-personalized experiences that extend beyond e-commerce into proactive service recovery, automated trip planning and even biometric-driven, frictionless payments,” he says. “Over the next decade, AI-driven commerce will become less about selling and more about anticipating passenger needs, ensuring seamless, stress-free journeys from start to finish.”