SYSTEM FOR CONCURRENT OPTIMIZATION OF BUSINESS ECONOMICS AND CUSTOMER VALUE

Abstract

A computer-implemented system and method for an airline to enhance customers' experience. A computer-implemented service is operated that delivers to a customer an option to upgrade on up to n of m selected products, where n is less than m. Information is recorded in a data store, pertaining to said option. In addition, a system is operated to define each of the n chosen products, whereby after each of the n chosen products is defined, the customer can be upgraded to said chosen product. The information pertaining to said defined products is recorded in a data store.

No suitable figure.