Singapore   Global Airline

ORGANISATION TRANSFORMATION USING AGILE AND CUSTOMER CENTRICITY

Institutionalising product-based mindset and value-based delivery with Agile-led innovation

AT A GLANCE

Challenges

- Improve customer centricity
- Enhance digital services portfolio
- Develop software fast

Outcomes

- Increased business satisfaction
- Upskilled 80+ teams with Agile delivery method
- Shortened time to market

OBJECTIVES

Transforming a large organisation starts with changing mindsets and adopting new ways of working.

Large and established matrix organisations in the airlines industry pose a bigger challenge of accelerating their transformation across people, processes and technology.

CHALLENGE

The organisation wanted to be more adaptive and responsive to change whilst focusing on delivering value to their stakeholders.

There was an urgency to enhance their portfolio of digital services and the necessity to develop software that consistently performed well in production.

Finally, they wanted to improve customer centricity and maintain continuous conversion with clients.

OUTCOMES

One
Institutionalized product-oriented mindset and value-based delivery

Two
Shortened time to market

Three
Increased business satisfaction with IT

Four
Re-designed portfolio management, planning and budgeting processes

Five
Uplifted Internal organisational capabilities and skills 80+ teams in Agile delivery mode

Six
Created enterprise-customized Agile delivery framework

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