



MOSTERT·PLOOG  
& PARTNERS



**M2P Service Offering**  
**End-to-End Process Digitalization**  
*Administrative processes in Airline Operation*

# M2P helps clients to digitalize administrative processes to enable optimization for front line staff, back office staff and the business

Administrative processes substantially contribute to the efficiency of an airline's operations department. They keep the department humming along but often historically grown structures and processes have developed into resource intensive processes that require a lot of manual work and time. The automation and cost saving potential slumbering within non-digital processes is often unknown. From previous projects, we see benefits of **up to 70% in cost reduction** and have achieved sustainable improvements for all three stakeholder groups:

## Front Line Employees

- ✓ Shorter process times for internal administrative processes like e.g. reimbursements
- ✓ Improved service through faster response times like e.g. chat bots for administrative questions
- ✓ More efficient information and data storage for e.g. internal communication/training



## Back Office Staff

- ✓ Automated processes with reduced time and manual work required ("manage by exceptions")
- ✓ More attractive working environment for current and future staff (employer attractiveness)

## Business

- ✓ Reduction of direct and indirect process cost, e.g. through leaner processes and less manual process errors
- ✓ Harmonization and standardization of processes (company-wide scalability) leading to improved quality
- ✓ Reduction of required resources and potential refocus on key tasks
- ✓ Further exploitation of mobile devices already implemented

M2P has seen many airlines fail during their digitalization efforts. The biggest hurdle is that many times the business benefits of a digitalization project cannot be clearly sold to Management as there is no transparency on the Return on Investment. Most departments argue with an improved process quality, instead of also setting focus on the expected savings. In addition, many clients struggle to question existing and historically grown processes - this is where M2P can play a crucial role in ensuring digitalization success by supporting as neutral evaluator and bringing in industry best practices.

Our standard valuation model provides a holistic approach to analyze processes with regards to relevance, digitalization potential and complexity. We help our clients to answer the most relevant questions about the expected Return on Investment (ROI) for each process to enable a correct prioritization of the processes. Digitization means the opportunity to reengineer processes or even initiate disruptive measures to increase efficiency in the operation.

### Relevance



**General assumptions:** How much manual work is tied to the process? How often is it executed? What is the average process time?

**Resources:** How many resources are required to complete the process (# employees, duration)?

**Indirect costs:** How much indirect costs are caused by the process? Is it currently outsourced?

### Digitalization potential



**Market solution:** What solution for digitalization is available on the market?

**One-off digitalization costs:** What are the costs for software, hardware and implementation?

**Yearly digitalization costs:** What are the costs for software licenses, maintenance, training?

**Yearly savings:** How much cost will be saved through the digital process?

### Complexity



**Digital transformation:** To what extent can the process be digitalized?

**Change:** How much change is required in the process or work flow (for employees)? How much effort is required for change management?

**Implementation effort:** How much time will the digital transformation require?

# Services tailored to your needs – from analysis to transformation – M2P offers support for individual project stages

M2P offers support in all phases of digitalization projects. The choice of the service depends on our clients' individual needs regarding the functional focus and progress of digitalization efforts within the organization.

## M2P's Digital Audit

~ 4 wks

### *Initial identification of digitalization potential and benchmark*

#### Activities

- First analysis/preliminary study of digitalization potential per functional focus
- Benchmark of processes with industry best practice

#### Deliverables

- Rough potential calculation (ROI)
- List of prioritized processes

#### ➤ Quality Gate 1

## M2P's Digital Transformation

tbd\*

### *Support of implementation of digital solutions*

#### Activities

- Support of implementation including testing of digital solutions
- Project Management to ensure project progress and mitigate project risks
- Change Management initiatives and training

#### Deliverables

- Updated project business case
- Detailed implementation roadmap
- Project Management Office: risk management & mitigation, progress tracking, etc.
- Change Management initiatives (e.g. trainings)

\*depending on project scope

## M2P's Digitalization Support

~ 12-16 wks

### *Detailed analysis of processes to be digitalized and solution design*

#### Activities

- Detailed analysis of processes and assessment of digitalization potential (data-based approach)
- Joint identification of best-fit solution (backed up by M2P market knowledge)
- Support of solution design including development of prototypes

#### Deliverables

- M2P digitalization evaluation model
- Project business case
- Detailed potential calculation (ROI)
- As-Is and To-Be process landscapes
- Technical concept for IT solution

#### ➤ Quality Gate 2

**Quality Gates** ensure that only processes with beneficial ROI reach the next project phase. Quality Gates are recommended as steering board meetings with project sponsor and involved management/stakeholders

## WHY M2P?

- ✓ Strong in analytics – project approaches based on quantitative and qualitative data
- ✓ Objective evaluator and moderator of necessary process- and system changes
- ✓ System requirements and test cases on stack - record of ops and resource mgmt. use cases
- ✓ In-depth knowledge about multiple system providers incl. market prices – covering industry leaders to niche providers
- ✓ Detailed processes know-how – numerous projects in airline operations and resource management delivered
- ✓ Experience in change management projects and strong expertise in stakeholder management

# M2P combines industry knowledge with methodological expertise to support its clients

## M2P PROJECT REFERENCE

M2P supported an international network carrier with the digitalization of back office processes to increase employee productivity.

### Activities:

- Detailed analysis of processes and assessment of digitalization potential in the flight operations department
- Conceptualization of To-Be processes (standardized, harmonized) and IT landscape
- Change Management

### Results:

- Increased employee productivity and satisfaction through digitalized work environment
- Example reimbursement process: reduction in process time **by 56%** and external process cost **by 90%**
- Identification of further digitalization potential (greater scope)

## POTENTIAL PROJECT SCOPE:

### Process examples:

- Crew data administration
- Crew planning Q&A
- Processing of reimbursements, sick attestation, certificates
- Crew absence management
- Crew rebasing/bidding
- Management of crew equipment
- Procurement of work materials
- Archiving of documents
- Cross-departmental knowledge management

### Solution examples:

- AI technologies
- Chat bots
- Online training platform
- Collaborative knowledge and communication platforms, e.g. Sharepoint
- Crew self-service kiosk
- Automatic order machines

## WHAT OUR CLIENTS SAY

*"M2P managed – after an in-depth analysis – to reveal weak points in interface work and reduce complexity through meaningful adjustments. With sensitivity and thoughtfulness, departments were convinced to break up and optimize processes that were anchored and entrenched for many years."*

– **Client project manager**

## M2P CLIENTS



## IF YOU WOULD LIKE TO REQUEST MORE INFORMATION, PLEASE CONTACT US:



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