2024 FLOWCODE: YEAR IN REVIEW

2024 Flowcode: A "Best in Class" Program

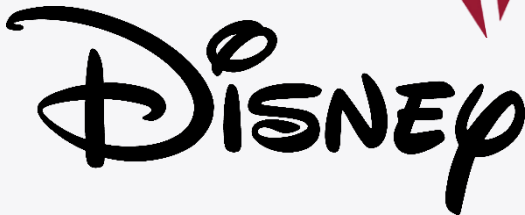## #10
Overall Brand Ranking

#1
Among All Airlines

Best in Class
Distinction for ability to connect with users via the seatback

See full 2024 Flowcode IRL Rewind

2024 Flowcode Impact

Placed multiple **QR codes throughout the customer travel journey** including Check In, Cancel/Change, IFE and Reservations

Adopted core platform capabilities through use of Smart Rule Routing, API Generation and Flowpage/landing pages

Grew Flowcode Champion network 10x from 3 to 30; conducted 7 onboarding trainings

Recognized by Flowcode as **"Best in Class"** and **#10 overall** in QR code usage

Enabled enterprise use of Digital tool, expanding to ACS, Delta Flight Museum, Delta Vacations, HR, IFS, Marketing and Sales

Benchmarked data on key use cases to identify the Delta standard of success

By the Numbers...

630K+ Total Scans
6.3M+ total scans including API generated codes for MFA

894 Total Codes Created

33% Click Through Rate on Pages
+8% over industry standard of 25%

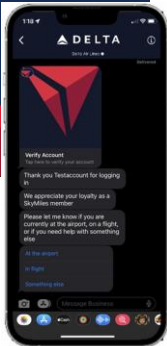**10K+** SkyMiles Enrollments

4K Digital ID Opt Ins

3.9K+ Employees Complimented

Data through 12/31/24

2024 Flowcode: Year in Review

Legend:
- Ops Reliability
- Elevated Exp & Efficient Servicing
- Premium Merchandising
- Expanded Member Engagement & Loyalty

Employee Appreciation

Customized Traveler Sites

Delta Business Traveler

Multi Factor Authentication

Digital ID Expansion

CDG Wayfinding

Apple Business Chat

OR

Google Business Messenger
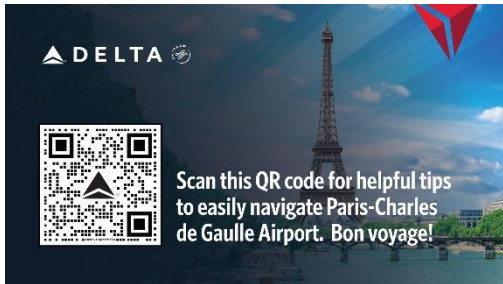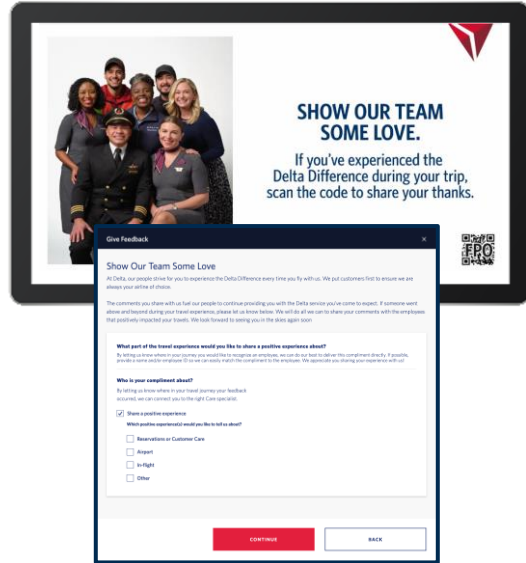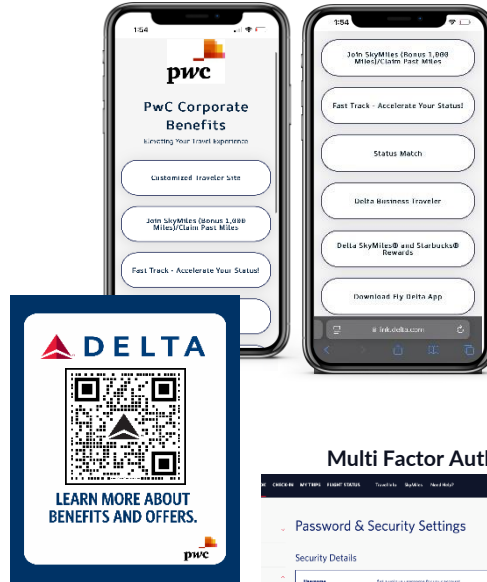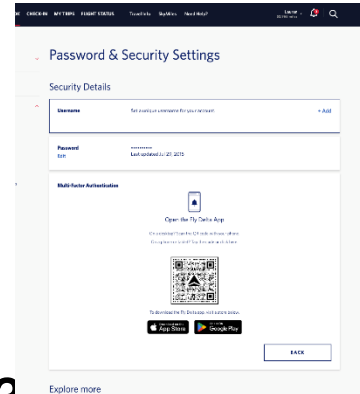
Q1
- GIDS IROP Mode
- Need Help Centers Pilot
- Centralized Waste Bins
- 2024 SXSW

Q2
- Onboard Wifi Seatback Card Refresh
- Employee Recognition/Compliment
- 2024 Paris Olympics
- Permanent Bag Tag Pilot
- Expedia London Travel Fair
- Missoni D1 Amenity Kits

Q3
- Customized Traveler Sites
- Delta Business Traveler on IFE
- Multi-Factor Authentication
- Delta Sync Wi-Fi Survey

Q4
- Digital ID – SLC and DCA
- "Thursday is the New Friday" – Delta Business Traveler

2024 Flowcode: Seatback Placements
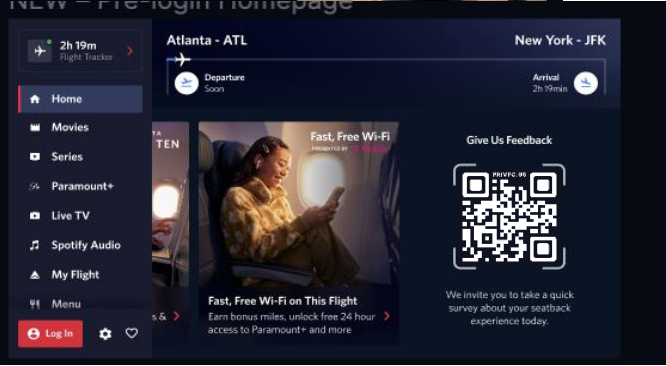
Employee Appreciation

Starbucks

Qualtrics Wi-Fi Survey

Onboard Wi-Fi Card

Seatback QR codes have emerged as the **top overall placement for user engagement**, capturing an impressive **46% of total scans**.

Leading campaigns, such as **the Onboard Wi-Fi Card, Employee Appreciation, Email Opt-In, Starbucks, and Qualtrics Wi-Fi Survey**, have successfully engaged customers during moments of undivided attention.

This strategy **transforms idle time into valuable interactions**, enhancing the overall customer experience while ensuring that every moment onboard is an **opportunity for meaningful connection.**
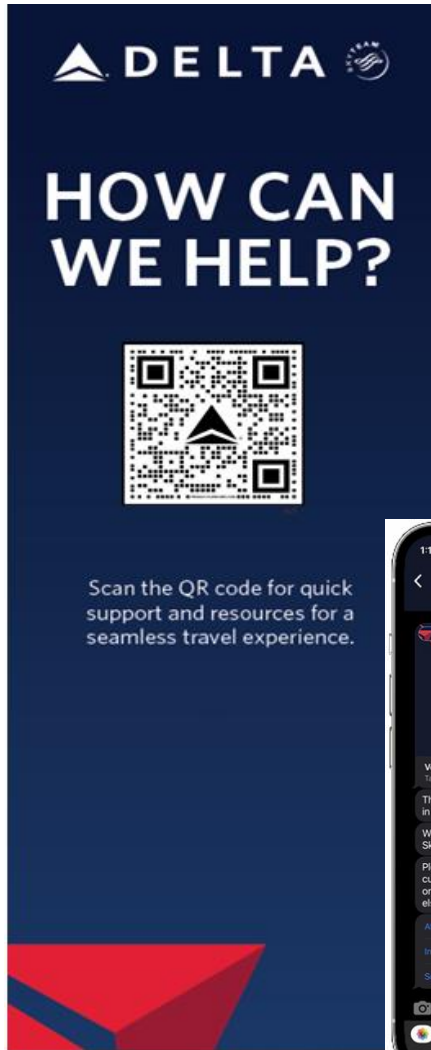
To further optimize engagement, there **is potential for improvement by using larger QR codes and clearer call to actions**.
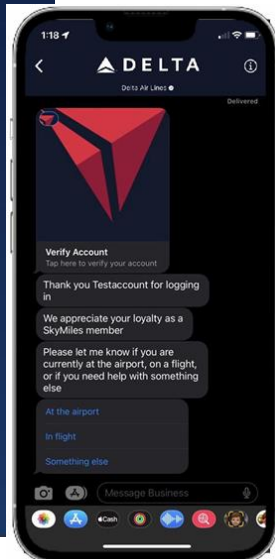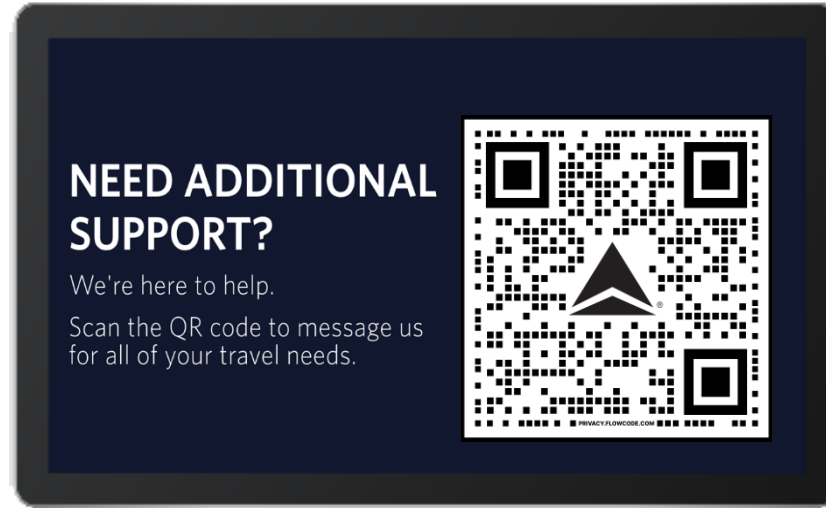
2024 Flowcode: Virtual Assistant Team

Need Help Centers

Chat on GIDS for IROPs

Apple Business Chat

OR
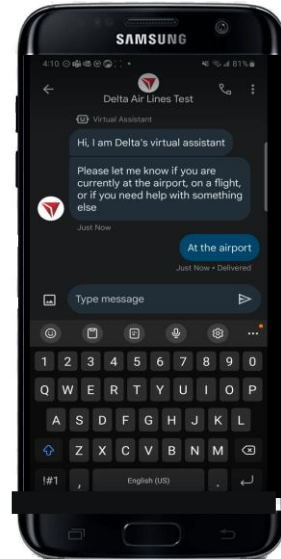
Google Business Messenger

Virtual Assistant QR codes have established the **largest in-airport code footprint, leveraging full platform capabilities** such as device-based smart routing rules and dynamic updates.

This innovation has significantly **increased self-service for customers**, resulting in **cost savings through call deflection** and repurposed assets.

Top campaigns, including **Chat on GIDS for IROPs** and **Virtual Queuing at Need Help**, effectively meet customers where they are, **providing seamless and quick access to necessary information**.

The use of **unique codes for each station** and concourse, along with **optimal code sizes on digital screens**, has been particularly successful. However, there is room for improvement **with larger codes on printed signage to enhance visibility** and engagement.

2024 Flowcode: Delta Digital ID

Large Banner

Handheld Paddle

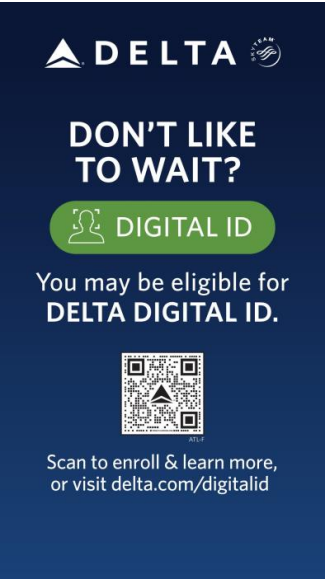Agent Lanyard

Stanchion Topper

Digital ID QR codes have become **one of the top use cases for day-of-travel,** significantly enhancing the in-airport customer experience by expediting check-in and security processes.

Deployed at major stations including ATL, DTW, LAX, LGA, JFK, DCA, and SLC, these codes have garnered **3.9K total opt-ins, with JFK alone accounting for 31%.** The most effective assets have been stanchion toppers in SLC and paddles in DCA.

A key lesson from the initial pilot was the **importance of using unique codes on each asset** rather than just at the station level, which will allow **for more precise reporting** on specific placements within each station.

Initial pilot included ATL, DTW, LAX, LGA and JFK

2024 Flowcode: Multi-Factor Authentication
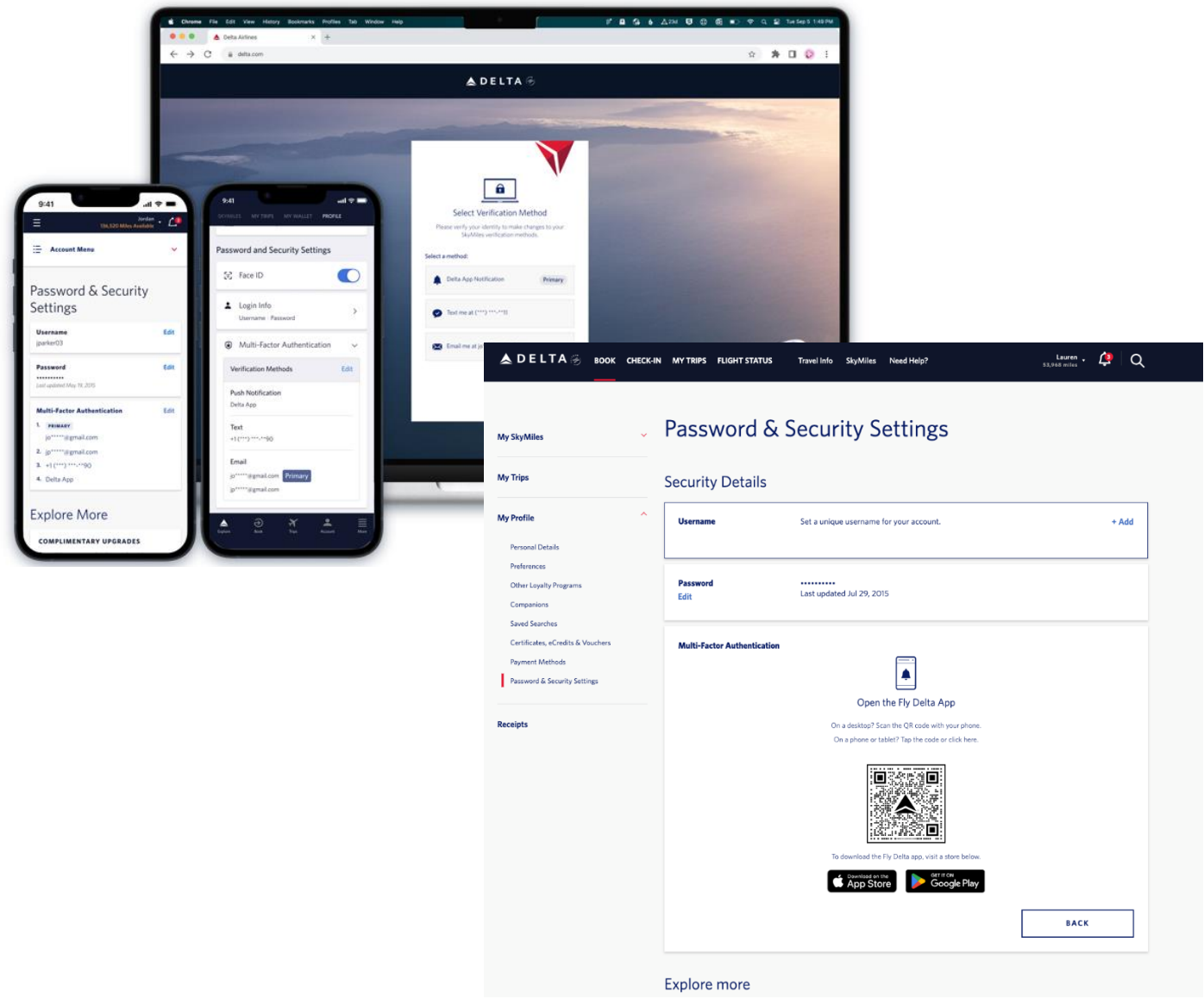

The implementation of Multi-Factor Authentication marked the **first use of the Flowcode API in the Delta ecosystem**, proving critical for customers needing to recover locked passwords or accounts.

This initiative has generated an **impressive 5.5 million codes, facilitating over 155,000 self-service password resets**. By enhancing security and streamlining account recovery, Delta has significantly improved the customer experience.

This strategic move not only **safeguards user data** but also **empowers customers with greater control** over their accounts. The success of this deployment highlights **Delta's commitment to leveraging innovative solutions for enhanced digital security.**

2024 Flowcode: Sales Team
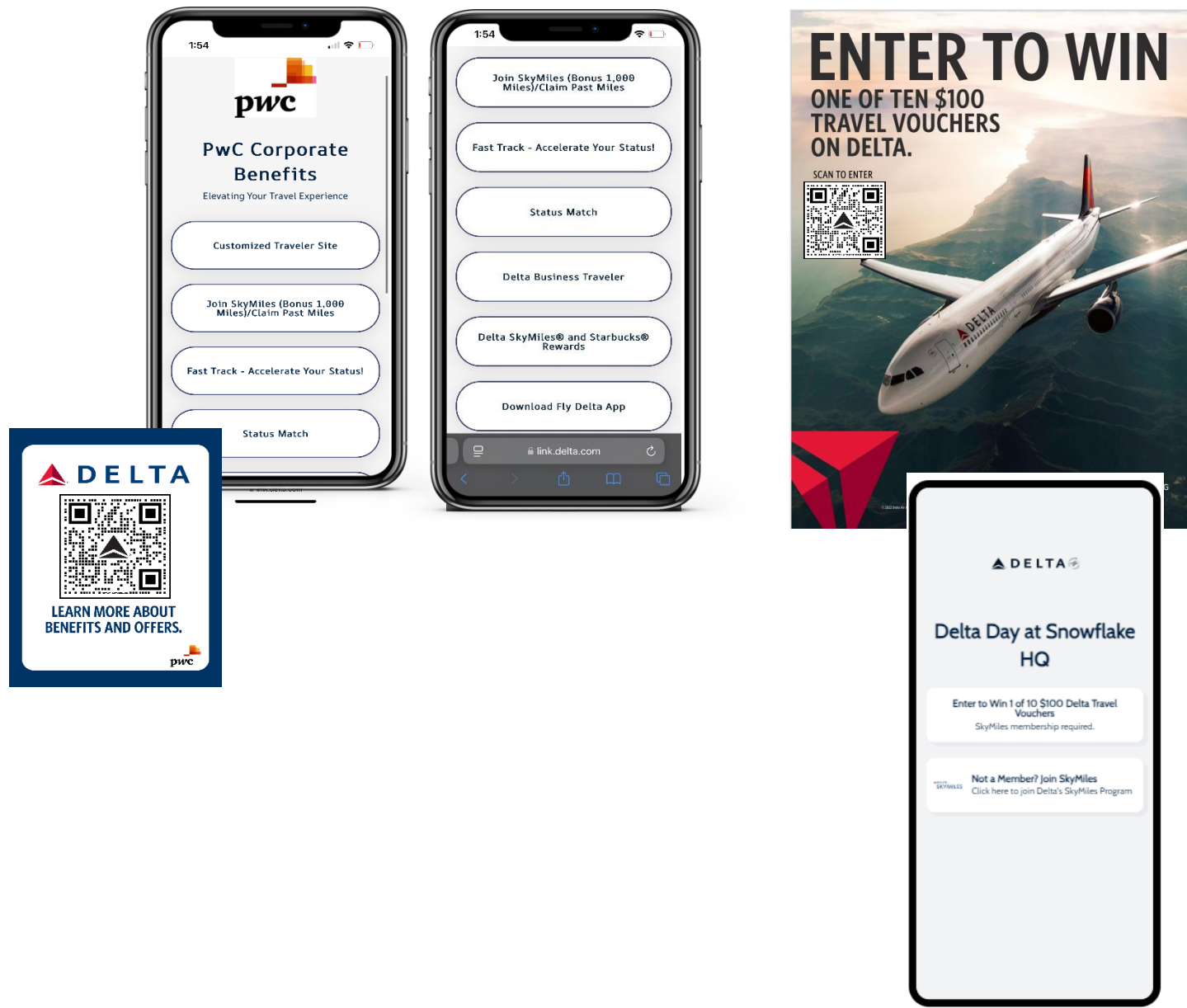
The Sales Team has seen remarkable growth in QR code adoption, becoming the **largest user of Flowpage landing pages**. This innovation has saved time by providing **a single-entry point** for various engagements.

Key use cases include **Vendor Days and Travel Fairs,** with notable success at the Expedia London Travel Fair, achieving a **49% click-through rate**. In addition, **Corporate Benefits** campaigns have also thrived, with BCD Travel, PWC, and Pfizer seeing **CTRs of 32%, 29%, and 34%,** respectively.

This approach streamlines offers, ensures brand consistency, and makes sharing easier, though there is room for **improvement in training, simplifying page creation, and tracking success events.**