



AVIATION INDUSTRY CASE STUDY

HOW CATHAY PACIFIC & API PARTNERED TO TRANSFORM CATHAY PACIFIC'S CREW ACCOMMODATION PROCESS

Jason Pearson
Cathay Pacific

Vivian Dsouza
API Global Solutions

ABOUT US

LARGEST & MOST EXPERIENCED COMPANIES



- Operates 200+ aircraft across Cathay Pacific mainline, Cathay Cargo and HK Express
- Covers a network of 80+ destinations across 30+ countries
- Over 4,000 pilots and 12,000 cabin crew.

- Largest Crew Accommodation SaaS + Service Solution provider
- Accommodate 41,000 crew members daily
- Manage USD 4.3 Billion in client spend
- Support 100+ airline clients

AVIATION INDUSTRY CASE STUDY

CATHAY PACIFIC & API

Since 2017, Cathay Pacific and API have partnered to transform the crew accommodation through a digital approach, focusing on:

1. Managing the end-to-end process of crew accommodation and ground transport.
2. Balancing the procurement approach to maximise value, drive operational efficiencies and achieve cost savings.
3. Elevating the quality of the crew layover with a focus on safety and improving Net Promoter Scores.

CX OPERATIONAL OVERVIEW

AFTER PARTNERING WITH API



75

Destinations supported by API



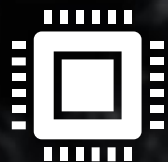
112

Hotel & GT contracts managed by API



45,000

Room nights managed per month



200

Daily transactions auto-processed in ACES



Zero

disputes on invoices in 2024 post digitization



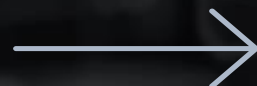
16.3%

Savings on hotel spend achieved by Cathay Pacific

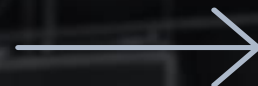
END-TO-END INTEGRATION & AUTOMATION

ACES

API ACES Technology to automate the crew accommodation lifecycle



CX Crew Planning



CX Crew Control



eINVOICING

API eInvoicing for streamlined billing & reconciliation

MyCrewCare

API MyCrewCare to enhance the crew experience



CX Finance ERP



OUTCOMES & LOOKING AHEAD

- Mitigated total accommodation costs.
- Improved operational visibility.
- Eliminated contract leakage.
- Looking ahead: Continued partnership for further savings and operational enhancements.

CATHAY PACIFIC & API SUCCESS STORY

SAN FRANCISCO CREW HOTEL RELOCATION

Objective

- Safety concerns around the crew hotel; unsafe environment and poor crew layover experience.

Market Review

- CX had the ability to terminate the incumbent contract for safety reasons giving a 14-day notice.
- With the support of API, Cathay Pacific conducted a full sourcing of the SFO market. Seven hotels were selected for inspection.

Outcome

- CX was able to resolve all safety concerns. Improve layover experience by relocating to Fisherman's Wharfe.
- Cost savings: across the term of the contract.

This was achieved by

- Taking advantage of a weaker hotel market. Properly positioning and leveraging the market.
- Structuring the agreement to suit the Cathay flight patterns by removing the early arrival fee.

A black and white photograph of an airport terminal. In the foreground, a pilot in a dark uniform and cap walks towards the camera, pulling a suitcase. To his right, a woman in a dark dress walks away from the camera, also pulling a suitcase. The background shows the interior of a large airport building with a high ceiling and structural beams. The overall scene is dimly lit, with the main subjects highlighted by the bright text.

THANK YOU