



Enhancing the customer journey

March 5, 2019

Uber

Remember the last time
you had an exceptional
customer experience?

As customers, we're not simply comparing a product or service provider to its direct competitors

We're comparing against any organization that delivers a great customer experience

The Happiest Place on Earth



Image credit: [Veryhuman](#)

Making the mundane magical

#DTHINK TIP:

Don't ignore the little things...
small changes can impact your
customer's experience in a big way.



Disney Institute ✓

@DisneyInstitute



What do you think of today's #DThink tip? Learn more:

bit.ly/1NhdWwP

♡ 69 5:00 PM - Sep 14, 2017

Immersion is
everything



Source: [Econsultancy](#)

Unexpected moments of personalization



Your Key to a More Carefree Visit

MagicBands and cards are secure all-in-one devices that allow you to effortlessly access the plans and vacation choices that you've made with [My Disney Experience](#).

Listening to customers



It's not just about one
individual touchpoint



It's about the journey —
cumulative experiences across
multiple touchpoints and in
multiple channels over time

What might an
optimal, end-to-end
air travel experience
look like in the future?

We're keeping this in mind as we innovate to serve 75 million riders in 65 countries around the world



A long-exposure photograph of a highway at night. The image shows light trails from cars moving along the road, with a side-view mirror visible in the foreground on the right. The text "Our mission: to ignite opportunity by setting the world in motion" is overlaid on the left side of the image.

Our mission: to ignite
opportunity by setting
the world in motion

“

When you don't have a
license and you can't drive,
something like Uber is
really life changing

Mike May, Uber rider and national advocate for the blind community

“

At my age, I was really
struggling, trying to find work
...then I heard about Uber

Maurice, Uber driver-partner in Seattle

We're inspired by
your commitment
to innovation

How can we
innovate together
across touchpoints?

Planning >
Booking >
Packing >
Trip to airport >
Check-in >
Security >
Waiting to board >
Boarding >
In-flight >
Deplaning >
Baggage claim >
Trip from airport >
Arrival at destination

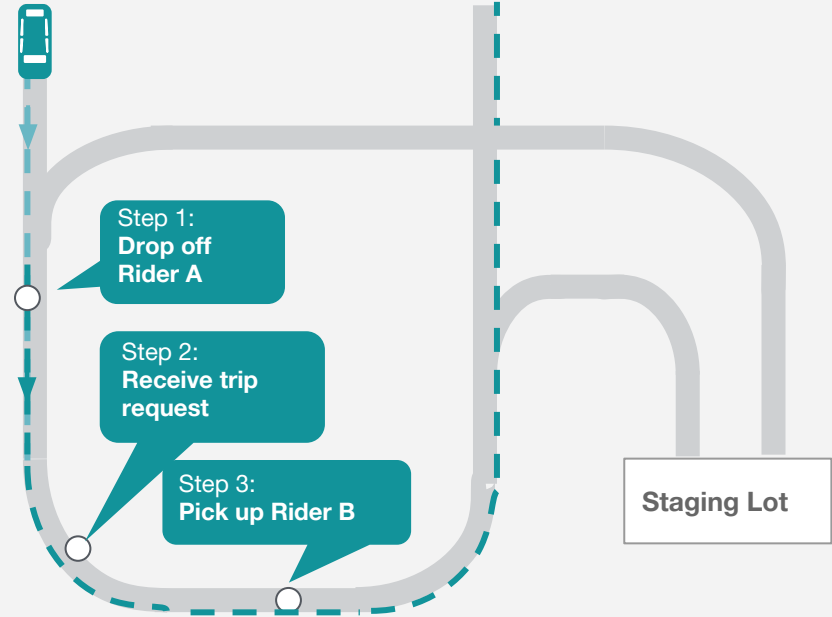


Our philosophy
on innovation

Innovation is
better together



One car serves two trips without traveling to staging or leaving airport property



Innovation
isn't just
about new
technology



A standard visual and description enable riders to easily identify pickup points



Ride App Pickup

Innovation
requires
long-term
thinking



Passengers enjoy
added convenience
while restaurants drive
incremental sales



Uber Eats

**Now arriving
at your gate**

Get food delivered to gates
B22-B41 and C30-C36.
See the Uber Eats app for details.

**Maintenant
disponible à
votre porte
d'embarquement**

Faites-vous livrer votre repas aux
portes d'embarquement B22-B41
et C30-C36. Consultez l'application
Uber Eats pour de plus amples détails.

Choose from / Choisissez parmi:

Hours: 11am - 8pm / Heures: 11h à 20h

 **paramount**
RESTAURANTS

 **Fiona MacCool's**
RESTAURANTS

 **SMASH
BURGER**

 **CAPLANSKY'S**
RESTAURANTS

Download the Uber Eats app:
Téléchargez l'application Uber Eats.

Gate

Flair (F8 137)

Flair (F8 415)

Interjet (40 284)

Sunwing (WG 70)

Sunwing (WG 73)

Interjet (40 283)

Let's join forces to
deliver an exceptional
customer experience
in 2019 and beyond

Questions?