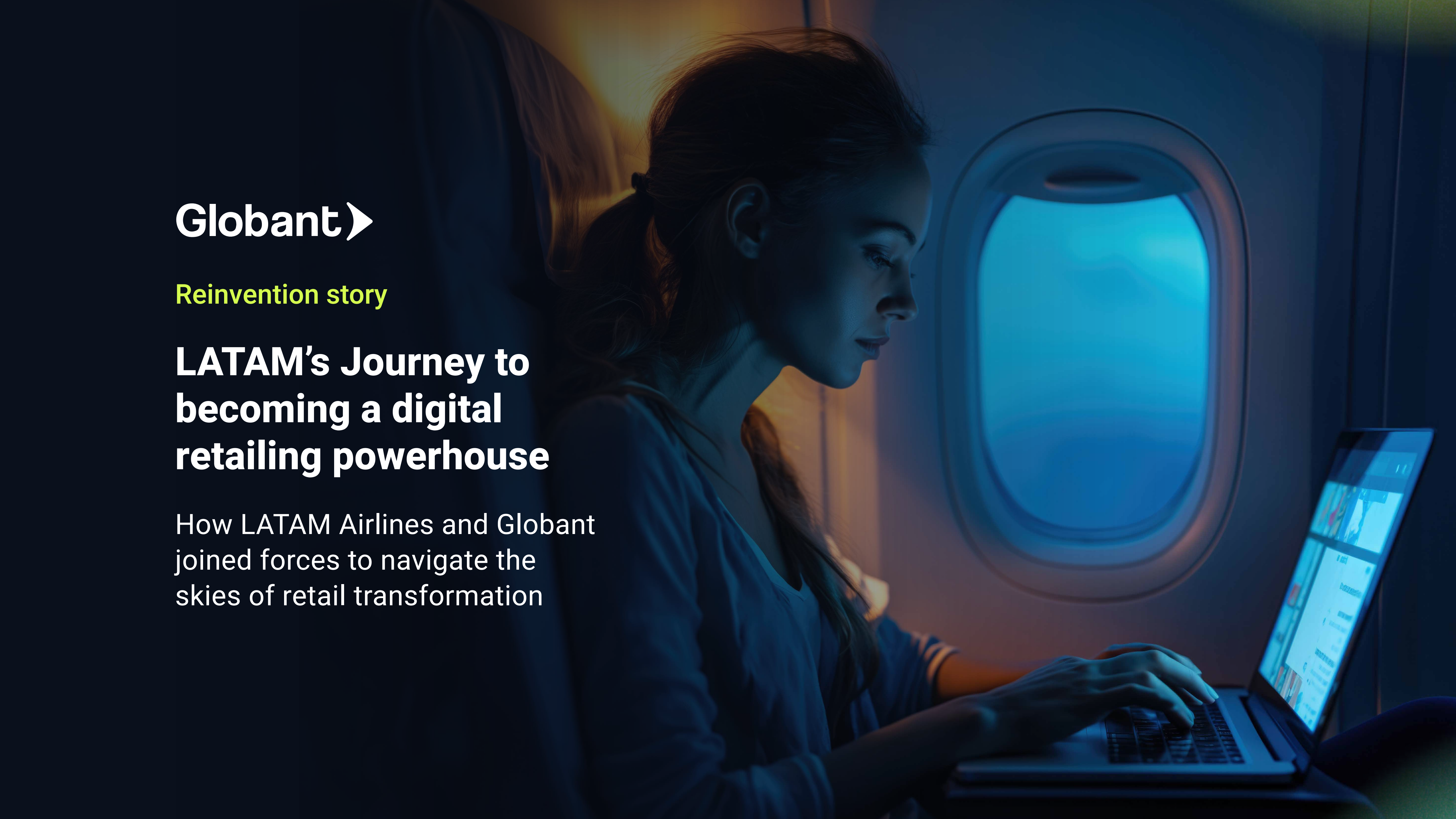




Globant▶

Reinvention story

LATAM's Journey to becoming a digital retailing powerhouse

How LATAM Airlines and Globant joined forces to navigate the skies of retail transformation



LATAM Airlines embarked on a mission to transform its retail approach, focusing on a seamless, digital-first passenger experience. With over 74 million passengers a year and just \$2.57 profit per segment, they knew they had to aim higher. LATAM had big dreams of simplifying processes, staying ahead with innovation, and delivering better customer experiences, all while recovering direct contact with their passengers through their digital channels.

A bold vision

LATAM sought to transform into a digital retailing powerhouse, focusing on empowering customers with self-service options, quick resolutions, and streamlined operations. Their goal was to build a dynamic organization with agility and efficiency, enabling faster data-driven decisions with empowerment and accountability end-to-end.

As a strategic digital partner, Globant constituted a startup within the large organization set to build a state-of-the-art solution designed to meet LATAM's outstanding needs, enabling them to maximize their position and unlock new business opportunities. As pioneers in modern airline retailing, Globant was ready to help LATAM spark and scale the new digital experience through an omnichannel ecosystem, a commerce platform based on offers, orders, and indirect distribution via NDC.

A strategy **that soars**

Globant ensured that LATAM Airlines achieved its goals by aligning KPIs and targets across all teams, setting those goals for ourselves, and sharing the risks and rewards of this new endeavor. The digital organization that Globant incubated had end-to-end accountability, focusing on business impact and the solution's scalability. As LATAM's co-pilot, Globant formed autonomous teams with UX, data, and engineering expertise to build a modern, flexible system. The emphasis was on creating a modular, scalable retail framework that adapts to market needs, with each transformation phase designed for measurable progress and strong returns on investment.



The Results Are In

Globant’s partnership with LATAM delivered impressive results. The newly created platform simplified servicing and enhanced the customer experience, driving a 14% boost in ancillary revenue per passenger and a 30% increase in digital sales. LATAM also slashed \$60 million in annual distribution costs while enabling passengers to autonomously resolve involuntary changes digitally. LATAM’s revamped platform also helped them make decisions faster and easily move into new markets. They launched in their first market within nine months, followed by three more in just 20 months. In just three years, LATAM entirely replaced its legacy systems.

LATAM Airlines’ transformation shows how focusing on digitalization and customer experience can propel an air carrier to new heights. Through its partnership with Globant’s Airlines Reinvention Studio, LATAM pioneered modern airline retailing, setting a benchmark for the industry. Now, LATAM Airlines is seen as a leader in digital retailing, and this is just the beginning of its journey toward future growth.

In this fast-moving world, LATAM’s story proves that when you pair vision with the right tech and partners, the sky is truly the limit.

Start
2019 LATAM’s Profit

2.57 USD Pax/Segment
(74 M pax transported)

BC Ambition (abbreviated)

Simplify business rules
and innovate faster

Increase ancillaries
perpassenger by 14%

Increase digital
sales by 30%

Reduce distribution costs by
60 MM annually

Increase in-voluntary
change by 4x (digital share)



Now
2023 LATAM’s Profit

7.86 USD Pax/Segment
(74 M pax transported)

Achievements (so far)

Decommissioned 60%
of use cases

Increased ancillaries per
passenger by +70%

Increased digital sales
by +50%

Reduces distribution costs by
+100MM annually

Increased in-voluntary change by
5.2x (digital share)

About Globant

At Globant, we create the digitally-native products that people love. We bridge the gap between businesses and consumers through technology and creativity, leveraging our expertise in AI. We dare to digitally transform organizations and strive to delight their customers.

- We have more than 31,200 employees and are present in 35 countries across 5 continents, working for companies like Google, Electronic Arts, and Santander, among others.
- We were named a Worldwide Leader in AI Services (2023) and a Worldwide Leader in Media Consultation, Integration, and Business Operations Cloud Service Providers (2024) by IDC MarketScape report.
- We are the fastest-growing IT brand and the 5th strongest IT brand globally (2024), according to Brand Finance.
- We were featured as a business case study at Harvard, MIT, and Stanford.
- We are active members of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

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