

# CASE STUDY — RESEARCH

Competitor service mapping for an  
inflight internet service provider



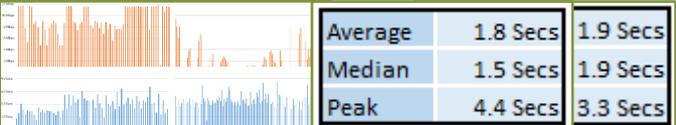
Satellite communications provider Inmarsat was changing its business model. Traditionally it was a business-to-business infrastructure provider. But it was transitioning into a new role. An inflight internet provider for airplane passengers.

The company had a good understanding of its competitor's technical satellite capabilities. But it had no knowledge of their end-user services. My task was to **map out competitors' full end-to-end service experience.**



Working with the market analyst team, we created an optimal flight route with multiple airline, to cover all relevant competitors with 7 flights over 7 days.

I defined the areas to be covered, which included various digital and physical touchpoints during booking, pre-flight, boarding, in-flight and post-flight service stages. A research activity list, enquiry guides and list of relevant personnel was created.



The research included digital-physical service mapping, interface and usability analysis and benchmarking, touchpoint analysis, and technical measurements, all in a mystery shopper setup.

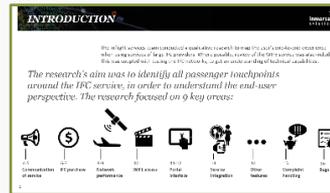
The research was then followed up with service personnel interviews and contextual enquiry with Inmarsat's own airline partner crew.

service review; participant observation; contextual enquiry; mystery shopper; interface and usability benchmarking

The research findings were communicated in an executive summary, a full analysis, and in-person meetings with the direct team.

Inmarsat was able to understand:

- how technical capabilities translate into passenger experience;
- map processes and workflows of competitors;
- highlight bugs and shortcomings of competitors;
- understand commercial and customer care decisions;
- deliver previously unavailable insight to airline partners;
- and help position Inmarsat as an expert in passenger experience.



*Potential improvements:* bite-sized physical artifacts could have been created for easy consumption; ‘roadshow’ of meetings could have been organized to help the entire company understand the impact of Inmarsat’s work.

*Your users, staff and competitors  
have a wealth of information.*

*Let's uncover it together!*

+41 78 670 09 79

[www.holistique.design](http://www.holistique.design)

[peter@holistique.design](mailto:peter@holistique.design)

**Peter Horvath**

**.holistique.design**