



SATAIR

Soaring to new heights in the airline supply chain industry

An enterprise CX transformation lets aviation giant Satair set new standards in B2B selling and service for their industry. The result is a first-of-its-kind, end-to-end AI-guided commerce and service experience. An eCommerce marketplace expands sellable goods, and allows Satair to own more of their clients' spend.

\$1B

Net-new revenue
per year

55 FTEs

Savings in customer service
time with AI tooling

6.5M

Number of emails supported by
Merkle developed AI assistance