Take Charge of the Passenger Connectivity Experience

The in-flight entertainment and connectivity (IFEC) market is experiencing rapid growth, with projections estimating it to reach between $11.7 billion and $12.8 billion by 2032. Traditionally dominated by North American and European markets, the IFEC sector is now expanding globally.

IFEC & Customer Satisfaction/NPS

For commercial airlines, the drive to enhance passenger experience and provide seamless in-flight connectivity aligned with their brand is propelling the adoption of modern next-generation IFEC systems. These innovations include HD displays, personalized content, and in-flight data speeds comparable to ground networks. In an industry where passenger loyalty is a major front in the battle for market share, IFEC plays a pivotal role.

While each aviation segment has unique in-flight connectivity needs, reliability and cost efficiency remain equally essential. For example, business jet operators must keep their clients constantly connected, while cargo fleets require reliable connectivity not only for crew communications but also to maintain global e-commerce networks in real time.

Like many tech sectors, the IFEC landscape is complex and rapidly evolving, with numerous competing technologies and providers. Fleets often rely on multiple service providers, and different aircraft within the same fleet may use varying connectivity systems.

This fragmentation can lead to limited operational insights, inconsistent service quality, and ultimately reduced customer satisfaction and NPS.

nSpire for IFEC & NPS

nSpire addresses these challenges by putting you in charge of your passenger experience through a unified "single pane of glass" that surfaces the passenger connected experience (PCX) of the aircraft.

By measuring PCX from on board the aircraft, and enriching it with NPS results, actionable insights are surfaced through workflows and reports identifying exactly what route, aircraft or locations are contributing to poor NPS.

Whether it's GEO/MEO/LEO, air-to-ground, or a hybrid configuration, nSpire captures and measures the connected experience of passengers on a per-aircraft basis - in real time, across the globe.
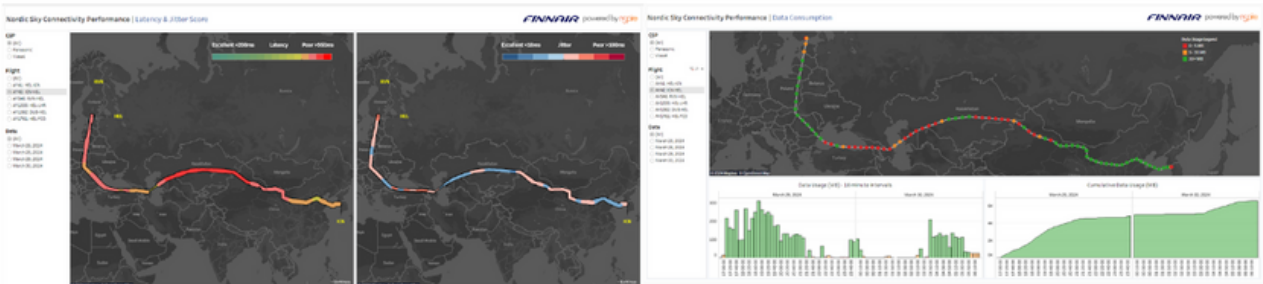
The nSpire platform is ideal for airlines looking to assess and improve passenger connectivity in the context of NPS, as well as for service providers aiming to monitor and enhance the connectivity they deliver to their customer base.

About nSpire

nSpire is a platform that facilitates connected experience monitoring, management, and optimization. It delivers deep insights into the connected experience, enabling proactive management and rapid troubleshooting.

Key to nSpire is its library of lightweight collection agents, which can be deployed onto any operating system, on any device and even SIM cards.

The platform offers a set of workflows, tools and features along with data feeds, real-time analytics, customizable dashboards and an alerting suite.

In an aviation setting, nSpire agnostically measures the connectivity experience from the perspective of the device in multi-orbit or air-to-ground connectivity environments.

About Endeavour

Endeavour Technology is a company that focuses on delivering actionable insights around the connectivity experience of machines and humans. A long and successful heritage in the Telco, Connected Vehicle and IoT sectors has enabled Endeavour Technology to deliver sustained tangible value to its clients via its nSpire platform.

nSpire can be deployed in a matter of hours. Our teams are ready to engage - please contact us anytime to book a demo and get you started!

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