



# PRESS RELEASE

12<sup>th</sup> March 2024

## ICM Hub joins Yocova as a member of the Partner Programme

**ICM Hub**, the provider of an artificial intelligence (AI) solution to help airlines, airports and travel management companies (TMCs) improve customer service while reducing contact centre costs, has joined Yocova as a member of the Partner Programme.

ICM Hub's existing and past customers and partners include major players in the industry including the Lufthansa Group (incl. Lufthansa, SWISS, Austrian Airlines, Brussels Airlines and Eurowings), LATAM Airlines, and formerly airberlin. As a Yocova member, ICM Hub can now more easily extend its reach within the industry and connect with Yocova's global network of aviation businesses and professionals.

The company has been quick to take advantage of the benefits Yocova offers and has listed its storefront on the Yocova Marketplace to easily market and sell its solution via the platform.

ICM Hub's AI solution is designed to help airlines, airports and TMCs keep up to speed with frequent and increasing customer enquiries using automated, first-class and AI powered interactions. The solution promotes enhanced customer service, through streamlined customer interactions and automated chat support covering the pre-flight, in-flight, and post-flight experience.

ICM Hub's solution also assists airline and airport businesses to drive revenue by increasing ancillary sales, while significantly reducing customer service costs.

### ICM Hub comment

"We are excited to be working with Yocova, who help extend our reach to airline, airport and TMC executives around the globe. As an innovative player we want to keep our focus on AI developments and product innovation in the travel domain and Yocova helps us to do exactly that by turbocharging and elevating our marketing efforts and global reach within the aviation domain."

### Yocova comment

"We're delighted to have ICM Hub onboard Yocova. Exceptional customer service is of increasing importance as passengers expect fast, accurate and personalised information. ICM Hub has developed an excellent solution with a suite of tools to help airlines and airports meet those demands and now, as a Yocova



member, ICM Hub can more easily share the benefits of the solution with other players across the industry.”

## About Yocova

Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It's an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation.

The platform is structured around the pillars of Community, Data Rooms, Marketplace, and Enterprise engagement:

- **Community:** the global aviation community on one open and trusted platform – connect and collaborate with aviation peers in public forums and private working groups
- **Data collaboration:** a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives
- **Marketplace:** a trusted ‘go to’ aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API’s solutions and services, or sell and manage your own through a global route-to-market
- **Enterprise engagement:** Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community.

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single entry-point for swift, efficient user access to all OEM digital content.

Yocova continues to pursue its growth strategy at pace with over 8,500 aviation professional members from across 425+ airlines and 840+ aviation enterprises extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to airports, ANSPs and OEMs.

## About ICM Hub

**ICM Hub** is a provider of an AI customer experience solution for airlines and airports, based in New York, USA. The company was founded on the vision of reshaping how customers and airlines interact with each other. ICM Hub's core solution helps its customers to drive revenue by increasing ancillary sales, reducing customer service costs, and improving customer experiences, by providing a customised one-to-one user interaction. Through machine learning and AI technology the solution provides an automated customer service function, which reduces repetitive inquiries, increases operational efficiency, and enables staff to focus on more complex issues and tasks.

## Yocova contact details

To find out about Yocova membership, join conversations, groups, collaborate, and access the latest aviation insights and digital solutions, email [members@yocova.com](mailto:members@yocova.com)



**For press enquiries, contact Julie Blake**

Email: [julie@hut-3.com](mailto:julie@hut-3.com)