

# AirAsia wins Asia Pacific Digital Transformer of the Year award at IDC DXa 2019



AirAsia Group CEO Tony Fernandes accepting the award at Raffles Convention Centre

AirAsia's digital transformation initiatives have been recognized with the Asia Pacific Digital Transformer of the Year award at the IDC Digital Transformation Awards (DXa) 2019.

It had beat 11,000 other companies to clinch the accolade.

The award recognizes AirAsia's stellar ability in implementing innovative technologies, personalized products and services, its optimization of ancillary revenue and enhancing customer service.

Over the years, AirAsia has introduced a slew of new technologies including cloud computing, pricing optimization through machine learning, AI-powered chatbot, enhanced mobile app features and facial recognition technology.

Commenting on the award, AirAsia Group CEO Tony Fernandes said, "Being named Digital Transformer of the Year for Malaysia was an achievement I was super proud of. To take it up a notch and be recognized as the best in Asia Pacific proves that our digitalization program is having a profound impact on our guests and the industry, and I couldn't be more proud of collecting this award on behalf of our Allstars today."