Self-Service and Airlines

Convenience. Choice. Efficiency. These are the qualities airline passengers value when it comes to self-service.

Cost Efficiency. Dependability. Function-rich solutions. These are the factors airlines depend on when it comes to self-service.

Airlines invest in self-service check-in solutions to generate business efficiencies and empower passengers. However, the dynamic airline industry is shaped by global events, advances in technology, and competitive travel services. As a result, airlines are looking to overcome these challenges with the right solution partner who can adapt and grow with their business needs.

With our self-service knowledge and industry experience, IBM can be your partner in helping you drive revenue and improve service with our innovative solutions.

The IBM Multichannel Airline Self-Service Solution extends your check-in capabilities and is proven to reduce costs, build passenger loyalty, and give you that extra competitive edge.

IBM Multichannel Airline Self-Service Solution

Trusted by over 30 airlines, the IBM Multichannel Airline Self-Service Solution consists of a suite of applications that seamlessly integrates kiosk, web, and mobile check-in channels. This solution provides all common check-in services such as passenger identification, flight information, baggage handling, seat change, and issuing of boarding passes.

Furthermore, our solution allows airlines to leverage multiple points of customer contact and capitalize on revenue opportunities such as baggage fees, class upgrades, and more. IBM combines ingenuity and value to deliver excellence across all channels.

IBM Self-Service Check-in

The IBM Multichannel Airline Self-Service Solution provides a cost effective solution to delivering consistent functionality across kiosk, web, and mobile channels.
IBM Multichannel Network Architecture

Our solution is designed to support multiple delivery channels with a single, central business logic layer. As a result, the user experience is optimized for each channel, while back-end business processes remain consistent.

- Defines the flow of the client application
- Delivers consistent functionality and usability across the kiosk, web, and mobile channels—this consistency improves passenger adoption and loyalty levels
- Passengers will use multiple channels during their travels—they must have a choice that gives them both control and convenience
- Travellers prefer to use airlines providing multiple channels compared to airlines with fewer check-in options
- New channels can easily be added in the future
- Each channel has unique benefits and challenges. The IBM Multichannel Airline Self-Service Solution aims to maximize usability to deliver the best user experience

- Achieving consistent functionality across multiple channels requires common business logic. IBM CTS provides the communication interface, message translation, and business logic processing between the client applications and the airline host
- Since CTS serves multiple touch points, it is channel agnostic. This characteristic allows for quick changes to business rules and simplifies the addition of new functionality
- A common configuration management tool allows for the deployment of operational changes quickly
IBM Airline Check-in Applications

Kiosk Check-in (KCI)

IBM Kiosk Check-in is our industry leading airport self-service check-in solution. Proven and reliable, it is CUSS compliant and certified on all major CUSS platforms on the market. Two standard graphical interfaces are available, both tested for usability and accessibility. KCI is highly customizable and allows for additional application development beyond the core check-in functions. IBM also provides a variety of standard and custom designed, CUSS certified kiosk hardware on which KCI can run.

Web Check-in (WCI)

IBM Web-Check-in is a robust application that is ideal for internet users. WCI helps reduce airport congestion and increases the availability of agents for other services. Passenger adoption is high and operation costs are minimal because WCI leverages an airline’s existing website and infrastructure. The value delivered is high relative to the incremental cost of providing this channel. With most airlines already offering online ticket purchasing, WCI is a logical addition.

Mobile Check-in (MCI)

IBM Mobile Check-in provides a full-featured check-in application consistent with the other channels but optimized for mobile devices. The design of the user interface and application flow minimizes user input requirements while still giving the passenger control over the check-in experience. Check-in can occur practically anywhere—the electronic boarding pass is sent directly to the traveller’s mobile phone via SMS (short message service) or WAP (wireless application protocol). MCI is growing in popularity due to its convenience and paperless process.
IBM Multichannel Airline Check-in Functionality

The IBM Multichannel Airline Self-Service Solution consists of ready-to-deploy modules that are delivered at a reduced cost and schedule compared to a custom approach. It is designed to provide functionality that airlines need, with both essential and configurable check-in components.

Features include:
- Identification using PNR, frequent flyer number, credit card, passport, or IATA Compliant 2D barcodes
- Global credit card name parsing
- Passenger refinement
- Group check-in
- Single and multipassenger PNRs
- APIS compliance
- 2D bar code scanning for mobile check-in and itinerary reprinting
- Interactive seat map and seat change
- Checking of bags
- Bag tag printing
- Security screening questions
- Issuing of printed boarding passes
- Electronic boarding passes (mobile)
- Sales opportunities and functions
- Multi-language support
- IATA CUSS compliant

The solution is flexible—it can be tailored to meet your unique business requirements. Additional functions include baggage payment processing, upgrade selling and more!

IBM Multichannel Airline Solution Benefits

Proven Performance
- Single implementation and replication across all channels means new enhancements and differentiators are brought to market quickly
- Monitoring and alerting tools ensure reliability and performance

Branding, Marketing, and Up-sells
- Customize branding to reflect the corporate image and evolving business models
- Increase revenue potential through flight services, fare upgrades, handling fees, and more

Customer Satisfaction and Adoption
- Consistent user-interface across all channels allows for easy customer adoption
- Touchpoints seamlessly cross between channels for optimal flexibility
- User-friendly features such as accessibility and multi-languages satisfy different demographics

One Architecture, Many Channels
- Implement kiosk, mobile, and web channels simultaneously or individually
- Reduce initial development and ongoing enhancement costs
- Implement multiple channels for improved return on investment

For More Information…

Please contact us to discover how a multichannel solution can benefit your organization.

Rob Chan
Practice Leader – Self-Service Solutions
Telephone: +1.905.316.4943
E-mail: robchan@ca.ibm.com

IBM Canada Ltd.
3600 Steeles Avenue East
Markham, ON L3R 9Z7
Canada

Alon Kronenberg
Practice Leader – Mobile Applications
Telephone: +1.905.316.5281
E-mail: alonk@ca.ibm.com

IBM Canada Ltd.
120 Bloor Street East, Suite 104
Toronto, ON M4W 1B7
Canada

Visit us at
www.customerfacingsolutions.com