

Jetstar launches Self Check Kiosks and Web Check-in

Date posted: 31-Oct-07



(CAPA) Jetstar passengers can now utilise Web Check-in across its entire domestic network and Self Check-in Kiosks at Melbourne Airport, as Jetstar's new Self Service Check-in solutions go live.

Jetstar believes Web Check-in and Self Check-in Kiosks can quickly capture a significant percentage of domestic customers now primarily serviced at traditional check-in desks. With the introduction of an additional 9 A320s into the airline's domestic network between Dec-07 and Mar-09, representing 40% growth, the new check-in solutions represent a cost effective and customer friendly way to better support its operations at busy airport locations.

Jetstar will introduce Self Check-in Kiosks during the first implementation phase up until the end of the year at Melbourne, Melbourne Avalon, Brisbane and potentially Sydney. Melbourne Airport is the first deployment and will house an initial ten Self Service Check-in units supported by the latest technology advancements in Kiosk check-in systems.

Self Check-in Kiosks for Sydney may be scheduled shortly, pending the confirmation of commercial terms.

Jetstar CEO, Alan Joyce said: "Self Service Check-in is an important development for Jetstar as we continue to attract tens of thousands of regular, repeat customers, on day only travel or business travel. Self Service Check-in was designed to operate as simply as possible and importantly will complement our traditional and efficient airport check in process - offering our customers more choice."

Mr Joyce said industry experience of carriers that have introduced Web Check-in shows that a simplistic online check in model, such as the one Jetstar has mirrored, can quickly attract a high percentage of initial adopters.

Kiosks and Web Check-in will help streamline the check-in process and will help minimise the impact of more services and high traffic levels as we rapidly approach the busy summer school holiday period," Mr Joyce said. "The new technology will now create the necessary infrastructure to support the rapid growth of our narrow body fleet growth in this strong domestic market." Further deployment plans for kiosks across the network are currently under consideration and being developed.

Jetstar customers are able to complete Self Service Check-in at Airport Kiosks from two hours prior to departure or through Web Check-in from 24 hours up to two hours prior to the scheduled departure of their Jetstar domestic service. Passengers who use Self Service Check-in at Airport Kiosks for a Jetstar domestic service and who do not have any luggage to check-in, will be able to go straight to the gate.

Those passengers using Self Service Check-in who wish to check in luggage, will be able to bring their bags to the express bag drop labelled "Jetcheck". The "Jetcheck" bag drop is the new dedicated express bag drop counter, branded and positioned adjacent to existing Jetstar check-in desks and service counters at all major Airports. Jetstar's 30-minute closure of Australian domestic flights before departure remains in place for passengers who have used Web Check-in and check-in luggage. Jetstar has partnered with IBM to introduce these new solutions.

The key driver behind this project has been to contain Airport costs and to deliver the capacity to support the Jetstar business growth, and to empower our customers with even more choice," Mr Joyce said.

Doug Robinson, IBM GBS Travel and Transport Lead, said IBM was proud to have played such a key role in Jetstar's growth plans. "Designed, implemented and supported by IBM, the web check-in and kiosk solution provides Jetstar with a flexible technology platform capable of meeting future growth whilst enhancing the customer experience," Mr Robinson said. "By streamlining business processes, deploying leading-edge technology and increasing responsiveness and capacity, IBM is helping Jetstar embark on a new phase of growth and continued competitive differentiation."



Jetstar CEO, Allan Joyce