

## New Aer Lingus self service check-in initiative at Dublin airport

Dublin, Ireland April 2004 - IBM Business Consulting Services has completed the implementation of the new Aer Lingus *FastPass* check-in service launched in Dublin airport today. The project has seen the introduction of automated check-in terminals at Dublin Airport that will greatly reduce check-in queues for the passenger. The Aer Lingus *FastPass* facility will ensure that the airline remains at the forefront of the travel industry in Ireland, ensuring that its customers experience the very best service.

IBM has implemented similar systems for other major airlines across the world, but the Aer Lingus deal is anticipated to be one of the most effective to date once all 38 planned terminals come online in early May. Willie Walsh, Chief Executive at Aer Lingus commented: "*FastPass is an example of leading edge technology custom designed for Aer Lingus requirements. It is a speedy, cost-effective and smarter method of check-in for flights. The FastPass facility is unique to Aer Lingus and will ensure our customers experience the very best service*".

*problems. This type of implementation could be relevant to many other different businesses where check-in is required including hotel accommodation and car rental services."*

IBM's check-in terminals have been used by other airlines including British Airways, Air Canada and KLM. As well as the hardware, IBM provided an end-to-end service, from process and application design to implementation, project management and support.



FastPass Kiosks at Dublin Airport

Following a strategic review by Aer Lingus of its check-in system at Dublin airport, IBM Consultants were contracted to develop a system suitable to the airline's requirements.

Customers will now simply approach the *FastPass* machine and confirm their booking using a credit card, booking reference or passport. The technology will allow customers to choose their own seat, will check them in and issue their boarding pass. Passengers with baggage will be required to answer specific baggage and security questions before leaving their baggage with an Aer Lingus agent on hand to assist them through the process.

Dermot Walsh, IBM Business Consulting Services Partner, commented: "*This project is all about delivering a change in customer service as well as substantial business benefits to Aer Lingus. This new check-in will enable faster and smoother check-in at Dublin airport.*"

Michael Daly, IBM Ireland Country Manager added: "*Aer Lingus has taken major steps to improving its entire travel experience with the FastPass terminal implementation. IBM technology has been driving business change for many decades and this is yet another example of how effective business consultancy and technology can solve strategic business*

**About IBM** IBM, the global market leader in travel check-in kiosk systems, has more than 3,000 self-service check-in kiosks installed or on order at over 200 locations worldwide. IBM's Electronic Access team, which is part of IBM Global Services, provides worldwide support for all of IBM's self-service application software, middleware and kiosk hardware development. For more information on self-service related solutions from IBM, please visit [www.ibm.com/kiosk](http://www.ibm.com/kiosk).