

IBM CUSTOMER FACING SOLUTIONS



+MOBILE CHECK-IN

Extending multi-channel capabilities with handheld devices



Leveraging IBM's Self-Service Experience

- ✦ Information architecture
- ✦ User experience
- ✦ Web development
- ✦ Kiosk team hardware expertise
- ✦ Mobile application development



Extending Self-Service Reach

- ✦ Choice and control handed to customers
- ✦ Consistency of information across channels
- ✦ Clear transition path across channels

Market Driven Imperative

Mobile phone adoption worldwide is increasing at a rapid pace, with over three billion mobile users expected by 2010. At the same time, travel industries are looking for ways of extending their **self-service offerings beyond kiosks and web**. The mobile channel clearly provides an exciting opportunity to leverage an emerging technology to further strengthen traveller processing logistics and improve customer satisfaction.

Consistent User Experience

The Customer Facing Solution's team excels in providing front and backend capabilities customized to each solution. Multi-channel development integrates seamlessly with multi-channel design offering flexibility, stability and interactivity in multiple channels.

Without solid functionality, the value of sites is limited to their brand and the information they provide. Backend capabilities customized to each solution tie in seamlessly with the front end design offering flexibility, stability and interactivity - always with the user's need and wants in mind.

Multi-channel Development includes the following:

- Web 2.0 Strategy including Rich Internet Application Development
- Mobile Application Development
- Full Kiosk Solutions
- Content Management Solutions
- Accessibility Remediation and Optimization
- Self-service Solutions

With consistent treatment across ALL channels, users can choose the most convenient option.

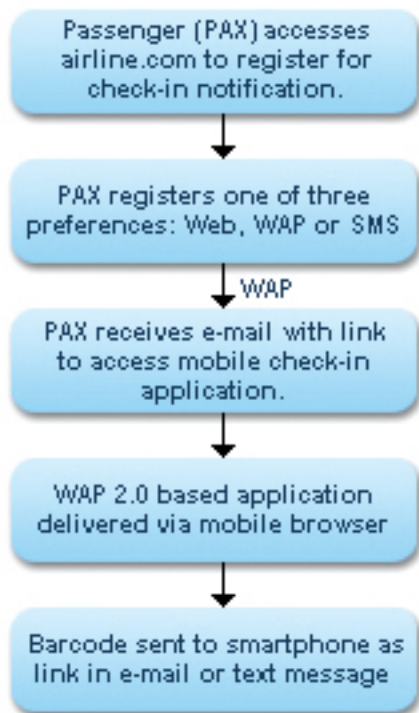
IBM Mobile Check-in (MCI) Solution for Airlines

Prior to using the MCI application, users will have the option to register themselves for check-in notification at the airline.com site. During registration, users will be asked to provide their frequent flyer number and specify their preferred check-in method.

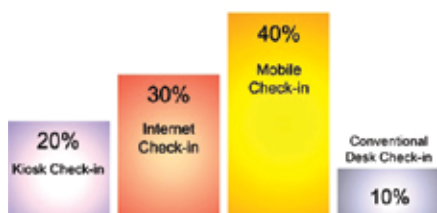
Smart Phone users and those whose devices support the WAP 2.0 protocol, will be able to use the Mobile Check-in Web Application. The application is delivered via the Web browser embedded in the phone and provides a full-featured check-in process similar in function to web and kiosk check-in.

Passengers with older phones that do not support WAP or those without a data plan will be able to check-in to their flights via the Mobile Check-in SMS application. The SMS application uses the text-messaging features that are widely available in mobile plans to process check-in. Passengers simply exchange a number of text-messages with the application in order to obtain their electronic boarding pass.

WAP Application - High-Level Flow



IBM's solution is unique in terms of its breadth and its integration.



Looking beyond 2010, the mobile channel will take its place as a dominant channel.

Business Value of Multi-channel Design and Development

- Efficiency:** As business logic is created only once, both initial development and ongoing enhancement costs are reduced.
- Differentiation and Branding:** New enhancements and differentiators can be brought to market quicker as they only need to be implemented once.
- Customer Satisfaction and Adoption:** With consistent treatment across channels, customers are willing to fully utilize all channels.
- Marketing and Up-sells:** Improved ROI results when implemented across multiple channels.
- Platform Flexibility:** The mobile channel can be deployed on the same platform already supporting the kiosk and web channel.
- Customer Relationship Management:** Information from different channels is compiled in a single database which creates efficiency and customization.



For further information, please visit http://www.customerfacingsolutions.com/offerings/offering_userexperience_multi.html or send an e-mail to alonk@ca.ibm.com.

IBM Centres for Solution Innovation :: Toronto
120 Bloor Street East, Suite 104
Toronto, Ontario,
Canada, M4W 1B7

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