



Highlights

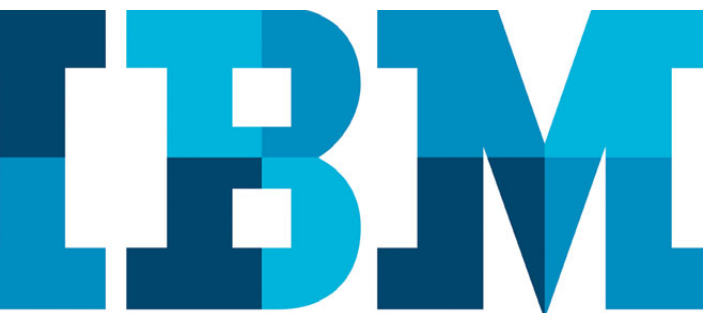
- Support check-in services on kiosks, over the Web or via mobile devices
 - Provide consistent passenger experience across all channels
 - Take advantage of ready-to-deploy solutions to save time and money
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IBM Multi-Channel Self-Service for Airlines

When it comes to self-service options in the airline industry, passengers are most interested in convenience, choice and efficiency, while airlines need to focus on cost efficiency, dependability and function-rich solutions. IBM Multi-Channel Self-Service for Airlines can help your airline deliver on the demands of passengers and achieve these business goals.

Trusted by more than 30 airlines, IBM Multi-Channel Self-Service for Airlines enables self-service check-in across kiosk, Web and mobile channels. It integrates information from all three to deliver a consistent experience no matter which method the passenger prefers. The solution provides all common check-in services, including passenger identification, flight information, baggage handling, seat changes and issuing of boarding passes. Furthermore, it allows airlines to take advantage of multiple points of customer contact and capitalize on revenue opportunities such as baggage fees, class upgrades and more.

IBM Multi-Channel Self-Service for Airlines is designed to support multiple delivery channels using a single, central business logic layer called Common Travel Services (CTS), which integrates information from kiosk, Web and mobile check-in applications and provides this information to back-end systems for departure controls and reservations. CTS provides the communication interface, message translation and business logic processing between the client applications and the airline host server to bring together information from each channel. By enabling and integrating multiple check-in channels, airlines can improve the traveling experience and generate the business efficiencies they need in this very competitive industry.



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

Kiosk Check-in (KCI)

Our industry-leading airport kiosk self-service check-in solution is Common Use Self-Service (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 application development beyond the core check-in functions. IBM also provides a variety of compatible CUSS-certified kiosk hardware.

Web Check-in (WCI)

This robust application is ideal for Internet users and can reduce airport congestion and increase the availability of agents for other services. Passenger adoption is high and the cost of operation is minimal because WCI uses an airline's existing Web site and infrastructure.

Mobile Check-in (MCI)

This full-featured check-in application is 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, and the electronic boarding pass is sent directly to the traveler's mobile phone via short message service (SMS) or wireless application protocol (WAP).

Conclusion

IBM Multi-Channel Self-Service for Airlines extends your check-in capabilities and is proven to reduce costs, build passenger loyalty and give you that extra competitive edge. With our self-service knowledge, technology and travel industry experience, IBM is uniquely qualified to help you improve service, increase efficiency and drive revenue with our innovative self-service solutions.

For more information

To learn more about IBM Multi-Channel Self-Service for Airlines, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/travel



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