



WORKING PAPER

**SEVENTH WORLDWIDE AIR TRANSPORT CONFERENCE
(ATCONF/7)**

Montréal, HQ, 16 to 20 November 2026

Agenda Item 3: Strengthening regulatory and institutional frameworks

3.3: Strengthening emergency planning mechanism and consumer protection for a resilient aviation system

IMPROVING PASSENGER EXPERIENCE THROUGH DIGITAL SOLUTIONS

(Presented by Brazil, and supported by 18 LACAC Member States¹)

EXECUTIVE SUMMARY

The improvement of passenger experience and service quality is a relevant objective for service providers across all sectors, and civil aviation is no exception.

Modernization tools adopted by States, such as digital solutions and out-of-court dispute resolution mechanisms, have demonstrated significant benefits. These tools contribute to the provision of clear and reliable information in plain language for passengers, facilitate the submission and handling of complaints, and enhance regulatory oversight.

In parallel, the adoption of digital solutions by airlines, such as real-time communication, automated rebooking, and digital vouchers, has the potential to significantly improve operational response during disruptions. These tools also enable the traceability of assistance provided to passengers, reducing information asymmetry, preventing disputes, and strengthening trust in the air transport system.

The Brazilian experience suggests that improving passenger experience can play a key role in reducing conflicts and enhancing the overall performance of the sector.

Action by the Conference is set out in paragraph 4.1.

<i>Strategic Goals:</i>	This working paper relates to Strategic Goals: <i>The Economic Development of Air Transport Assures the Delivery of Economic Prosperity and Societal Well-Being for All; and Aviation Delivers Seamless, Accessible, and Reliable Mobility For All.</i>
<i>Financial implications:</i>	N/A
<i>References:</i>	N/A

¹ Belize, Bolivia (Plurinational State of), Chile, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela (Bolivarian Republic of).

1. INTRODUCTION

1.1 Enhancing passenger experience and service quality is a key objective for a sustainable air transport system. Digital transformation enables more efficient communication, service delivery, and dispute resolution.

1.2 While judicial mechanisms remain essential, excessive reliance on litigation can lead to inefficiencies and delayed outcomes. Brazil's experience demonstrates the benefits of shifting toward preventive, digital, and service-oriented approaches.

2. BACKGROUND: THE BRAZILIAN CONTEXT

2.1 Brazil has historically experienced high levels of judicialization in air transport disputes. Studies indicate that the sector accounts for a disproportionate share of consumer litigation.

2.2 The Brazilian Bar Association (*Ordem dos Advogados do Brasil – OAB*) has formally identified the existence of entities engaging in unauthorized legal intermediation and mass litigation practices, leading to enforcement actions, including the suspension of multiple websites offering such services.

2.3 Despite regulatory modernization and efforts to promote competition, including market liberalization, some airlines have cited high litigation costs as a factor influencing business decisions in Brazil.

2.4 This context has further reinforced the adoption of a more customer-centric regulatory approach, aimed at improving service quality and passenger experience, while also preventing litigation.

3. DISCUSSION

3.1 Since 2017, Brazil has implemented in the civil aviation context a nationwide online dispute resolution mechanism, Consumidor.gov.br, which allows direct interaction between consumers and airlines in a structured and time-bound environment.

3.2 Building on this experience, the ANAC Passenger Platform ([ANAC Passageiro](#)) was developed to further enhance the existing system by offering sector-specific functionalities, including passenger information, efficient complaint submission processes, and improved regulatory monitoring. These tools contribute to reducing information asymmetry and enhancing transparency.

3.3 Moreover, during operations, disruptions remain a key source of passenger dissatisfaction. In this context, it is increasingly important for airlines to adopt digital solutions to respond more effectively, including through real-time information on flight status, automated rebooking, direct communication channels, and digital vouchers for assistance (meals, accommodation, and transport).

3.4 These tools are essential to improving passenger experience, particularly in situations in which, for various reasons, operational efficiency cannot be fully achieved.

3.5 Digital systems also ensure traceability of assistance provided. This allows verification that obligations were fulfilled, reducing disputes based on conflicting claims. In high-litigation environments, traceability is a critical tool for enhancing trust and reducing unnecessary legal actions.

3.6 The results achieved through the platform between April and July of the current year demonstrate the effectiveness of the mechanism. During this period, 7,490 (seven thousand four hundred and ninety) complaints were finalized, with a dispute resolution rate of 80 per cent and an average response time of 4.6 days. Passenger satisfaction with the service received averaged 3.23 on a five-point scale. These results indicate that structured digital dispute resolution mechanisms can provide timely responses, promote direct engagement between passengers and airlines, and contribute to the effective resolution of consumer complaints.

3.7 The Brazilian experience suggests that transparency, appropriate information, effective complaint-handling channels and efficient service reestablishment is a key strategy to improve passenger experience and reduce disputes.

4. ACTION BY THE CONFERENCE

4.1 The Conference is invited to:

- a) acknowledge the importance of encouraging Member States to promote improvements in service quality and passenger experience and adopt online dispute resolution platforms tailored to the air transport sector;
- b) encourage airlines to implement digital solutions that improve the provision and traceability of passenger assistance during operational disruptions; and
- c) recommend the International Civil Aviation Organization (ICAO) to facilitate the exchange of best practices on these matters among Member States and industry stakeholders.

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