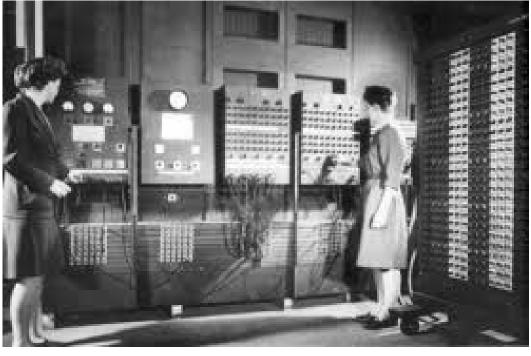# The Role of Technology in the Passenger and Cargo Journey

September 2013
Thomas Windmuller

To represent, lead and serve the airline industry

AMERICAN AIRLINES ELECTRONIC RESERVATIONS PROCESSING SYSTEM
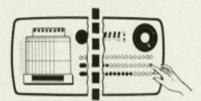
How push-buttons-to-computers speed air travel reservations...

1. Passenger requests a seat reservation by telephone or in person from any of 1,100 American Airlines agent positions serving 61 cities.
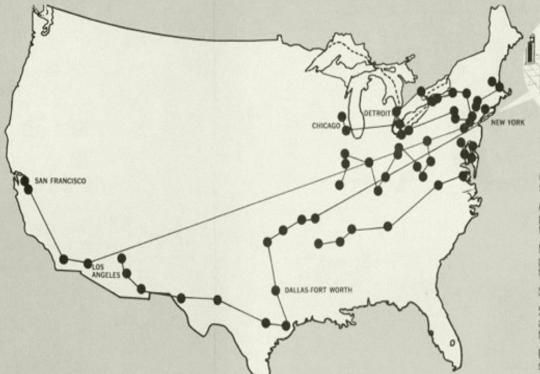
2. Agent finds out which seats are available on all flights for the desired day by pressing inquiry buttons on her own desk console.

3. ...which in turn over long-distance lines prompts the Computing Center in the New York area to search magnetic memory as to seats already reserved, others still available.

4. Seat availabilities flashed back to agent from Computing Center. Customer has complete and up-to-the-second choice from all seats open on all flights for destination and day desired.

5. Passenger selects most suitable flight for himself. Agent pushes "sell" button . . .

6. ...and thus instructs the Computing Center to record sale.

7. Computer confirms sale by automatically printing out on agent's printer at console — flight number, date, number of passengers, departure point and departure and arrival times.

8. Agent in turn transmits additional information to computer's memory — typing on her console keyboard the passenger's name, telephone number and any other information such as car rental at passenger's destination, etc.

9. Computer automatically checks and confirms this additional data for completeness, and stores it in memory as part of the passenger's flight until completed, changed or cancelled.

Central Processing Unit

SAN FRANCISCO
CHICAGO
DETROIT
NEW YORK
LOS ANGELES
DALLAS-FORT WORTH

In addition to handling the passenger's reservation, this new IBM system also:

Answers requests for space from other airlines.

Advises agents to remind passengers to pick up tickets.

Maintains and processes passengers waiting lists for fully-booked flights.
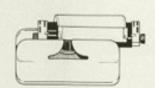
Supplies fare quotations.

Supplies information on arrival and departure times.

Reminds agents to advise scheduled passengers of any flight changes.

MEN ARE NOT AFRAID TO SHARE THEIR SECRETS

Men are more willing than women to share personal background information...

...at least to speed up security screening.

We know because we asked.

SOME PEOPLE DON'T WANT TO KNOW

Globally 2% of travelers <u>don't</u> think it's a good idea to be warned of disruption or delay to their flight.

We guess they'd like to find out for themselves.

We know because we asked.

PEOPLE LIKE DOING THINGS THEMSELVES

3 out of 4 travelers will opt for the self-service or web-enabled option

Unless it means trying to find lost baggage — then they want to see an agent.

PEOPLE POWER!

We know because we asked.

FACETIME FACEBOOK FACE2FACE ☺ ☺ ☹ !

Nearly **75%** of 18-24 year olds are active Facebook users with 120 'confirmed friends'.

But only **7%** will talk to the person sitting next to them on a flight.

We know because we asked.

THERE'S STILL SOMETHING MAGIC ABOUT FLYING

Under-25s say they "enjoy the experience on board the aircraft" as much as "arriving at my destination".

The older age groups just want to arrive.

We know because we asked.

NO-ONE CAN STAY YOUNG FOREVER

Out of all the choices for favorite things to do during a flight, **'playing games'** was the least popular.

Even less popular than **'catching up on work'**!

We know because we asked.

ASIAN PEOPLE HAVE MORE FRIENDS LOL!

3 in 10 Asians rely on social media, family and friends for permit and visa information.

That's **3 times more** than North Americans.

We know because we asked.

WHY ARE SOME PEOPLE GLUED TO THEIR MOBILES?

2 in 3 business people would like to interact on social media with their airline during their journey.

1 in 10 travelers will use a mobile application to navigate through an airport.

We know because we asked.

… because we asked!

What do passengers want?

86%

want either to use biometrics / ePassport as their token or to get their **boarding pass off airport**

76%

want to use **self-tagging** at home or at a kiosk

86%
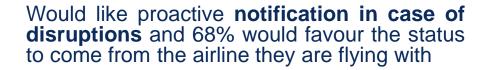
The overall majority of respondents are interested in providing their **passport details in advance**

What do passengers want?

98% Would like proactive **notification in case of disruptions** and 68% would favour the status to come from the airline they are flying with

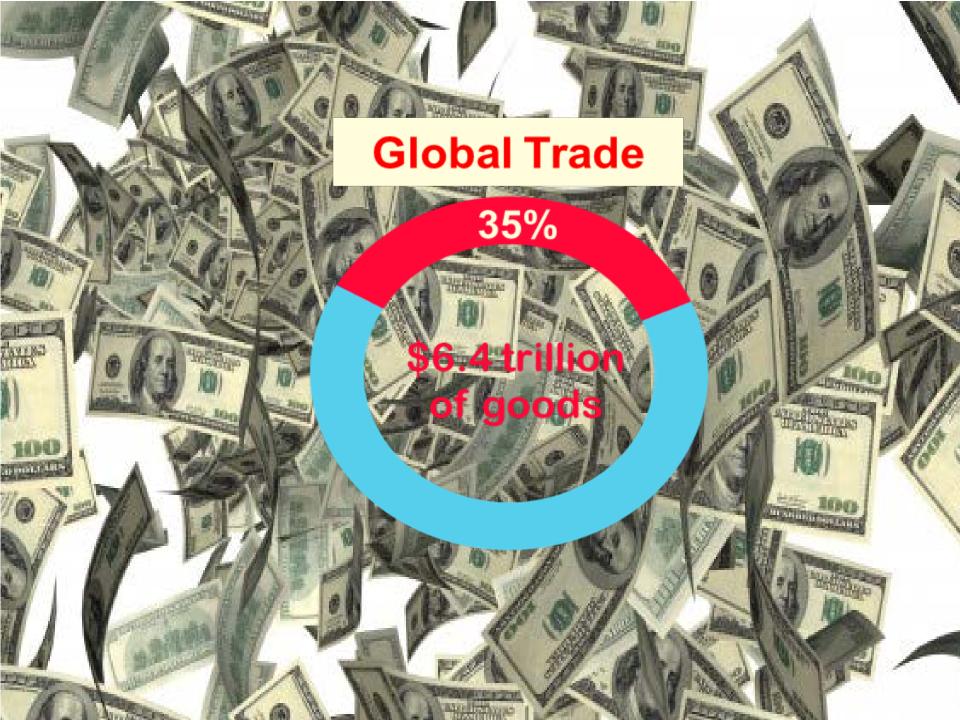**71%** Would prefer using a **self-boarding** gate device (like often present in the metro) and 88% don't want to hand their mobile to an airline agent.

60% 60% would like to interact with their airline via **social media** during their journey.

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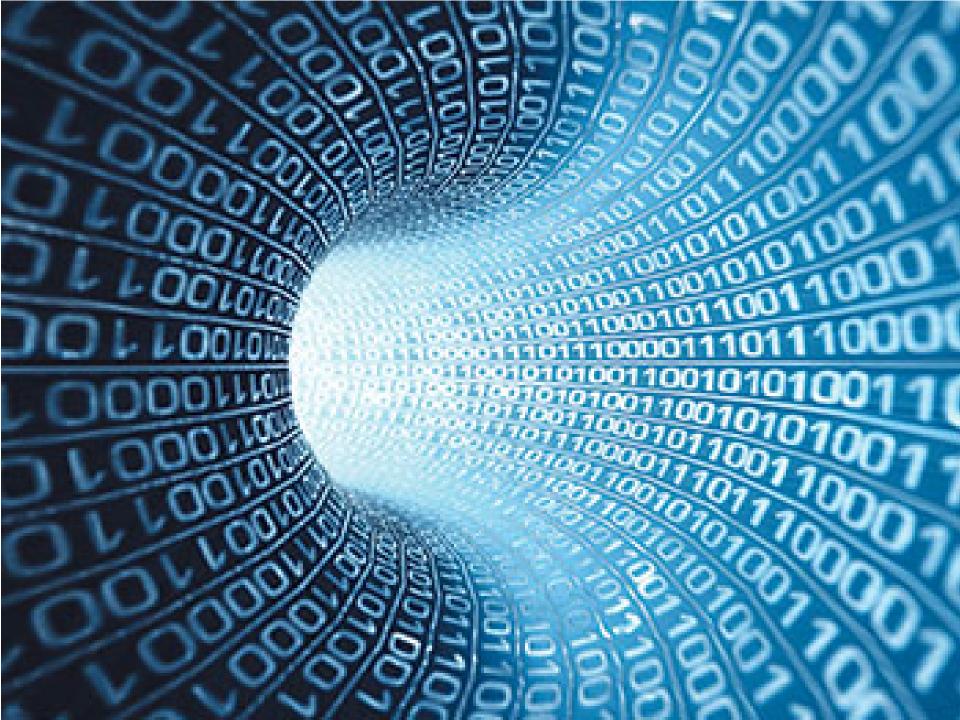
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Thank you

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