

ITRAVEL®

ENABLING AIRLINES TO ENGAGE PASSENGERS ON THEIR MOBILES

iTravel® is a component of Horizon, the next generation passenger services system for airlines. Today, passengers expect air travel functionality and information to be accessible on their mobile devices. With iTravel airlines can communicate directly with customers anywhere, and at any time, enabling them to book and pay for tickets, as well as check in, board and trace their baggage.

ISSUES

Airlines are eager to address the main sources of stress for passengers when traveling:

- loss of time – concern about delays
- unexpected changes and cancellations
- lack of control to rebook a changed itinerary
- lack of information about flights

Smartphone penetration has increased dramatically. Many passengers now carry smartphones and, therefore, are more open to availing of self-service options.

Passengers are becoming more autonomous and want to adopt new apps that will help them manage their itineraries independently.

SOLUTION

SITA iTravel enables passengers to reserve flights, pay for tickets, check in, board the plane and trace lost and mishandled baggage.

Features include:

- social network connectivity
- language localization
- context-aware passenger updates

This integrated solution aims to ensure seamless internal processes and a customer experience that is consistent with all customer touchpoints.

The service is provided in mobile web and app formats on all the leading mobile platforms.

BENEFITS

Reduces distribution and GDS costs and increases revenue potential using m-commerce sales tools.

Improves customer service by empowering passengers to take control of check-in and boarding pass issuance.

Ensures that passengers can trace bookings and flight status in real time using searchable timetables and a directory of worldwide airline contacts.

Delayed baggage can be monitored via a traceable record number.

Boosts customer loyalty with customized promotions and frequent flyer deals.

70%
of passengers
carry a
smartphone

*SITA Passenger
Survey 2012*

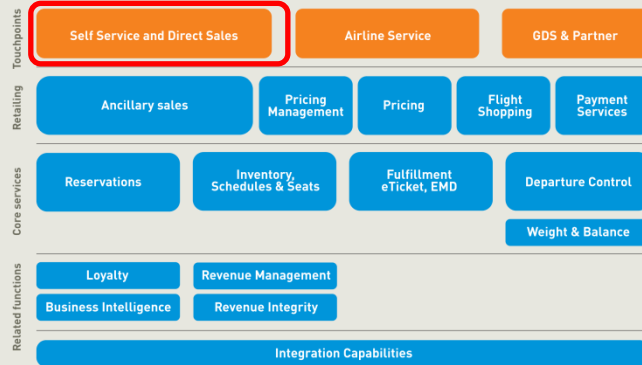
90%
of airlines will
offer mobile
service by 2015

*SITA Airline IT
Survey 2012*



Create success. Together

HOW DOES IT WORK?



- iTravel® is a component of the next generation Horizon Passenger Services System illustrated above. iTravel is a browser and an application is also available on Android, Apple and Blackberry.

“DETAILED COMPARISONS OF FUNCTIONALITY SHOW THAT SITA IS AMONG THE MOST FEATURE-RICH AND SOPHISTICATED OF THE MAINFRAME PASSENGER SERVICES SYSTEMS IN THE MARKET.”

The Market for Airline Passenger Services Systems – 2012. Travel Technology Research (T2RL)

SOLUTION COMPONENTS

iTravel comprises the following components:

- 1. Sales – end-to-end booking process** with selected local languages supported.
- 2. Check-in – boarding pass distribution** and seat selection.
- 3. Flight status – to provide real-time access** to flight information and timetables.
- 4. Airline contacts – easy access to airline** contact information, using geo-localization.
- 5. Baggage tracing – to enable passengers** to trace delayed baggage via WorldTracer.
- 6. Promotions – for special offers**
- 7. Smartphone apps – enhanced usability** tailored to specific mobile phone systems.
- 8. Reporting and activity monitoring –** activity reports at 24-hour intervals.

CASE STUDY

A SITA airline customer wanted to develop two key areas of its business:

1. Improve direct distribution capabilities and generate sales revenue from a new direct channel.
 2. Reduce congestion at the airport by enabling customers to check in using their mobile device before they arrive at the airport.
- iTravel successfully meets these requirements, growing the business and delivering an innovative market perception of the airline by its passengers.

iTravel® is a registered trademark of SITA.

For more information please contact us at info@sita.aero