"ACCORDING TO IATA'S ANNUAL GLOBAL PASSENGER SURVEY, PASSENGERS WANT TO MAXIMIZE PERSONAL CONTROL OVER THEIR AIRPORT EXPERIENCE WITH 74% OF PASSENGERS USING AN ELECTRONIC BOARDING PASS ON A SMARTPHONE IN THE PAST 12 MONTHS, AND 72% PREFERRING SELF-BOARDING."

ABOUT KELLY ALLEN

Kelly joined ALE in 2017 as Director of Vertical Sales, Transportation and Hospitality. With more than 20 years of experience in the IT & Telecom industries, and a specialization in Transportation, Kelly is spearheading the ALE vertical strategy for sector specific networking and communications solutions. The Alcatel-Lucent Enterprise technology portfolio of hardened, IoT-ready network components provides the solutions transportation operators require as they transition to Intelligent Transportation Systems.

DIGITAL ENGAGEMENT
TAKES THE PASSENGER JOURNEY TO THE NEXT LEVEL

Digital transformation is creating new opportunities through 'service innovation', in organizations, business processes, technology, culture, and operations.

By **Kelly Allen,** Director, Vertical Sales Transportation and Hospitality, EUNO and **Enrique Bolivar,** Transportation Solutions Manager, **Alcatel-Lucent Enterprise.**

In the transportation industry, the passenger journey is a vital process that links the traveler with airports and airlines from booking travel, to arrival at the final destination. This journey covers travel to the airport, navigation through the airport, security check, boarding the plane, baggage claim, and may continue even after arrival. The passenger journey is embracing digital transformation to move from a 'disconnected' to a 'connected' passenger experience to satisfy new expectations at each step of the trip.

AUTONOMY IS KEY

The passenger experience is driven by a desire for independence. Self-service applications such as booking, check-in, baggage-tagging, baggage-drop-off, boarding and baggage-tracking provide autonomy. Reducing wait times at all stages of the journey, from check in through to the baggage claim after arriving at the destination, improves the passenger experience.

According to IATA's annual Global Passenger survey, passengers want to maximize personal control over their airport experience with 74% of passengers using an electronic boarding pass on a smartphone in the past 12 months, and 72% preferring self-boarding.[1]

The mobile applications for self-service options, as well as the use of multiple mobile devices (smartphones, tables, laptops) represent a key opportunity for airports and airlines to offer new services and improve their business. Passengers who use a mobile phone or self-service kiosk to handle travel tasks across the journey can expedite their experience, compared to those who choose face-to-face interactions.

Based on a SITA survey in 2017, 57% of passengers would use airport wayfinding, and 74% would use alerts regarding flights and gate information, if the alerts were pushed to their mobile device.[2]

TRAVERSING THE AIRPORT

A central part of the whole passenger journey is the airport experience, so it is essential to ensure that it is positive. Communication is vital. Keeping passengers connected and informed enhances the journey. Applications that provide guidance/wayfinding assist in locating retail outlets,

departure gates and can even locate your car. Location-based services and up-to-date information such as flight status and locating gate and baggage collections are now seen as essential to enhancing the passenger journey and making the airport experience positive. From an airport perspective this improves the passenger touch point and enables the experience to be tailored to the individual passenger. The ability to request assistance in real-time adds tremendous value to the passenger experience.

TECHNOLOGY ENABLES ENGAGEMENT

Alcatel-Lucent Enterprise solutions, based on Unified Communications as a Service (UCaaS) and _Communications Platform as a Service (CPaaS),_ provide collaboration services embedded in business applications. API deployment enables transportation authorities to provide real-time communications capabilities such as messaging, voice, collaboration and video. It also allows them to deliver scheduling updates, re-book flights in case of delay or service disruptions, provide travel information and real-time interaction with the staff, as well as dispatch emergency notifications. All of this can be delivered through a single phone app, simplifying and enhancing the traveler experience.

At the same time CPaaS solutions can leverage AI (Artificial Intelligence) solutions such as, Bot, Chatbot and Information Systems Databases to enrich the environment, and offer innovative and up-to-date services.

A PARTNER THAT MAKES THE DIFFERENCE

Alcatel-Lucent Enterprise solutions provide the building blocks to ensure a successful passenger experience. At the heart of changing the passenger journey is technology. ALE is the strategic partner for airports, airlines and ground handlers to align objectives, differentiate from competitors and deliver an optimal passenger experience. ■

1   http://www.iata.org/pressroom/pr/Pages/2017-01-18-03.aspx
2   https://www.sita.aero/resources/type/surveys-reports/passenger-it-trends-survey-2017

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