SITA

Top 5 Tips: Improving the passenger experience

The answer to handling more passengers isn't bigger airports, it's about leveraging smart technologies to handle passenger processing in an entirely different way. Why not create a new, low-touch, fully mobile passenger experience, driven by pioneering API technology? That way you can free up space, reduce costs, and find new revenue opportunities. And you can scale operations up or down, as needed, to meet changes in passenger numbers.

It's time to make the old world better – and make new worlds possible.

So what specific features should you look for, as you work to improve the passenger experience?

Mobile, touchless self-service

**Reduce congestion and the number of touchpoints at the airport.**

What you need are solutions that help travelers embrace new levels of touchless self-service everywhere, both on and off the airport. New, simpler touchpoints can remove the cost and complexity of outdated infrastructure, connecting with mobile apps, serving any airline and passengers and staff alike. This not only speeds up passenger throughput and enhances safety, but also improves passenger satisfaction and loyalty. Ideally, your chosen solutions will also allow you to scale up or down easily, as needed. That way you can deal with changes in passenger numbers, as well as having the freedom to process passengers wherever it suits them – and you – best.
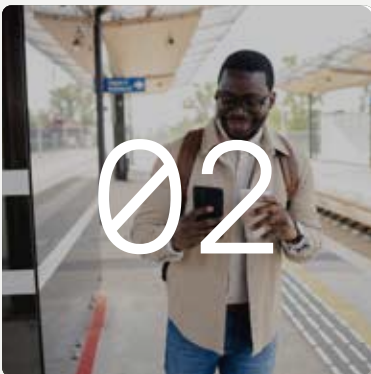
Control over the journey – on- and off-airport

**Remove the constraints of physical infrastructure.**

Passengers increasingly want to use the power of their mobile devices to be in control of their journey, and smart technology solutions can help you to help them achieve this. You can reduce the number of your fixed workstations, and replace them with mobile staff and tablets, interacting with passengers as needed, rather than relying on queue-based systems. You can also move services upstream and off-airport, improving the digital passenger experience, reducing congestion and lowering costs. Examples include check-in, bag tagging and drop off, which can be done at car parks, hotels, resorts, conference centers or shopping malls – or even at home.
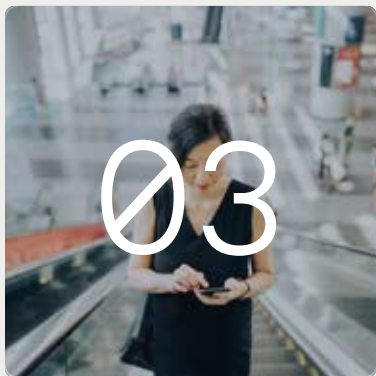
Every desk or kiosk in the airport ecosystem can be truly common use

Desks and kiosks in airports don't need to be dedicated to specific agents or passenger processes.

You should be looking for solutions to improve the passenger experience that do more than simply lifting legacy applications into the cloud. Smart solutions will enable any desk or kiosk to become fully shareable, even between agents and passengers. So that anyone, anywhere, can share them as needed, simplifying processes for passengers, such as bag drop or mobile payments, all handled directly from the passenger's own phone. Innovate at your own pace, without the need for app certification – and make sure you opt for a solution that's vendor-neutral, so you're not locked-in by third-party tech providers.
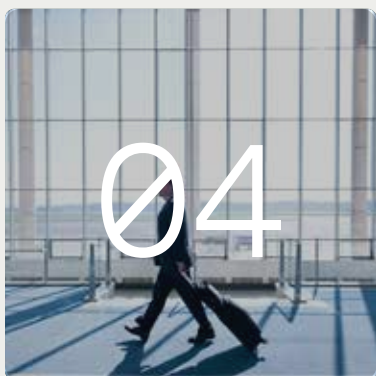
Smarter, more agile apps

Own the end-to-end passenger journey through the airport.

Smart new technology solutions can give you the freedom to develop and deploy brand new passenger apps – building once and deploying everywhere. By staying fully-connected with your passengers, and not depending on third parties for support, you can improve both passenger satisfaction and loyalty. APIs are the key to making solutions like these work, and to radically transforming passenger processing and your customer relationships. With APIs you can build, test and deploy whatever you want, wherever you want, innovating at your own pace.

Improved passenger-staff interactions

Your staff should be truly mobile and agile, working when and where they're needed most.

Smart technology can help you optimize both resources and processes, making everything increasingly touchless, and the airport a better environment for staff and passengers alike. With APIs connecting desks and kiosks to mobile devices, agents are liberated to roam, offering swift assistance wherever passengers need it most. Less time tethered to desks delivers increased efficiency, reduced costs, and a superior passenger experience.

Talk to SITA about improving the passenger experience: sita.aero