

MobileBoard+

IATA Paperless Mobile Check In and Boarding Pass Platform

Background

By the end of 2010, all IATA members are required to operate using 100% Bar Coded Boarding Passes (BCBP) making magnetic strip boarding passes history. The introduction of mobile technology has led to a demand for boarding passes delivered direct to mobile devices and the facility for self service check in.

Features

MobileBoard+ puts real-time travel information into the hands of passengers, allowing them to independently and easily manage their travel plans through off airport check in and delivery of the boarding pass. It reduces monthly customer care costs by providing an intuitive mobile self-care channel and allowing live agents to focus on customer queries that require agent attention.

MobileBoard+ delivers IATA compliant 2D boarding passes using WAP Push, MMS and e-mail directly to passengers' mobile/cell devices. The optimised layout ensures the boarding pass and barcode are formatted for every handset using the unique animation feature. Boarding passes are delivered instantly to the passenger's mobile device.

MobileBoard+ leverages existing e-boarding equipment and systems and is compatible with both existing 2D barcode scanners and new NFC touch points via one single application. Simplified integration is provided as a secure, hosted XML web service.

Benefits

With increased usage of mobile and smartphones for passenger self service processing, MobileBoard+ delivers the following benefits:

- Straight to security capability allowing more time for passengers to relax;
- Boarding passes delivered to travellers wherever they may be;
- Dynamic passenger check in by SMS pushing the process 'off airport';
- Improved disruption management through automatic rerouting and rebooking;
- Enhanced ancillary revenue opportunities;
- Transaction based charging models (including Premium Text revenue creation).

Driving cost out of processes satisfies both scheduled full service and LCC objectives. The average estimated cost saving per check in for a hand baggage only passenger is US\$5.34 (Source: IATA June 2010). Full mobile passenger service functionality is also available through Amor Group's MobileSelfServe+ product.

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We are continually striving to empower our passengers and enhance the overall customer experience. Amor Group's ability to continually innovate combined with their deep understanding of aviation operations helps us retain our position as the airline of choice in our market.

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David Reszner, Product Development & Management, Austrian Airlines

Overview

MobileBoard+ taps into the demand for mobile based services by delivering IATA compliant Bar Coded Boarding Passes direct to passengers' mobile devices. And MobileBoard+ does this by utilising existing scanning technology with the added functionality of NFC in a single application.

MobileBoard+ In action

Amor Group launched Europe's first production paperless boarding system in May 2008 with bmi, integrating the MobileBoard+ platform into the bmi web check in.

Integration was completed in around three weeks and saw Amor Group work extensively with bmi ensuring 'airport readiness' and developing procedures for the launch of mobile BCBP. In particular, Amor Group was responsible for developing the protocols for security and airport processes for approval with the UK Department for Transport.



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