

MobileBoard

Austrian Airlines in World First: SMS Check-in with Mobile BCBP



Overview

Austrian Airlines Group consists of Austrian Airlines, the national flag carrier; Austrian Arrows, the regional carrier; and Lauda Air, the specialist for leisure travel. Covering four continents, last year the group carried around 10 million passengers on aircraft of various types and sizes from Boeing 777 to Fokker 70 allowing for optimal operations on different routes. Austrian is a member of Star Alliance, a global association of 26 airlines.

Challenge

Austrian Airlines continues to drive passenger service improvement and convenience through the innovative deployment of technology. In December 2008, Austrian launched their mobile boarding pass solution, based on Amor Group's MobileBoard+ IATA mobile bar coded boarding pass platform. Their initial solution still required passengers to go online to the web site (or mobile website) to complete the check-in. Austrian Airlines wished to take the check-in process directly to the passenger in order to improve service and further drive off-airport check-in.

Solution

In May 2009, Austrian Airlines extended the use of Amor Group's MobileBoard+ mobile boarding pass platform to take the check-in process directly to the passenger's mobile phone. 24 hours prior to their flight, passengers are simply sent a text message inviting them to check-in for their flight, offering them a choice of an aisle or window seat.

The passenger simply replies with 'A' or 'W' to the message to complete the check-in process. An IATA mobile boarding pass is then sent directly to their mobile, allowing the passenger to go straight to security when they arrive at the airport.

Results

Austrian Airlines serves 130 destinations in 66 countries and has now introduced SMS check-in on the whole network where mobile check-in is available.

Passengers can now further relax or spend time on business knowing that their check in can be completed with three button presses on their mobile phone.

Austrian Airlines has taken direct control of the check-in process, actively pushing check-in to the passenger's mobile phone wherever they are.

“ 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. ”

David Reszner, Product Development & Management, Austrian Airlines

Benefits

- Deliver IATA compliant mobile boarding passes to any handset
- Supports all handset screen sizes with unique bar code animation
- No requirement for passengers to enter handset details
- No requirement for passengers to go on-line to complete their check-in

Solution Highlights

- Austrian Airlines takes check-in directly to the passenger's mobile phone
- Passenger can complete check-in with three button presses from their mobile phone
- Improved convenience as passengers do not need to go "on-line" to complete their check-in



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