

Passenger Terminal EXPO 2010

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THE 16TH INTERNATIONAL CONFERENCE AND EXHIBITION FOR PASSENGER TERMINAL
DESIGN, MANAGEMENT, SECURITY AND TECHNOLOGY

IATA PASSENGER EXPERIENCE



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WEDNESDAY 24 MARCH 2010

IATA – PASSENGER EXPERIENCE: end-to-end passenger process

Welcome to the session and introduction – Conference Chair

The unprecedented crisis the industry is currently facing strengthens the need to review the entire passenger process and to introduce self-service options far beyond check-in. This has also created the need to consolidate the various working groups, different strategic directions and goals into a single entity to deliver to the IATA Board of Governors a vision of improving the passenger experience while reducing unnecessary airline costs. This is why IATA has created a new management group called Passenger Experience to cover the end-to-end passenger process.

14.00-14.20

CHAIR: Stephan Copart, Project Manager Fast Travel, IATA, SWITZERLAND

CHAIR: Eric Leopold, BCBP Project Manager, IATA, SWITZERLAND

IATA StB and Passenger Experience update

14.20-15.45

Passenger Experience: end-to-end Process

14.20-14.40

Stephan Copart, Project Manager Fast Travel, IATA, SWITZERLAND

Passenger end-to-end process: Fast travel and beyond

Fast Travel: self-service for passengers that provides better service and lower cost.

Passengers are asking for more self-service options. Fast Travel is addressing five steps of the end-to-end passenger process.

- Self-service baggage process
- Self-service document check
- Flight re-booking
- Self boarding
- Self-service baggage recovery.

But gaps still remain: how do we address the other steps?

Passenger facilitation: IATA has realised the value of integrating airline operations with other stakeholders such as airports and governments, with the aim of providing a seamless journey for the passenger, including security and immigration processes.

14.40-15.00

Patrice Oulette, Director Customer Service Platform, Air Canada, Canada

Placing passengers in control of their journey

The presentation will start with some historical notes of the evolution of self service at AC since it launched its first kiosk in 1998, followed by a discussion of how the journey of a passenger has changed over the years with the introduction of websites, self-service applications, new security requirements. etc. Patrice Oulette will provide examples of how Air Canada has changed the customer experience at each touch point of a journey, putting in place some of the Fast Travel initiatives complemented by data such as percentage usage, contact time, etc. The audience will learn that it is possible to apply a strategy that is applicable worldwide, using some key concepts and some of the new industry standards being proposed by IATA groups like BCBP and Fast Travel.

15.00-15.20

Mark Walker, Process Leader, BAA, UK
Fast Travel through Heathrow

An overview of passenger experience improvement initiatives at Heathrow that are aligned to the IATA Fast Travel programme. How BAA is working in partnership with airlines and control authorities to improve the self-service offer at Heathrow for its passengers.

15.20-15.45

Panel wrap-up with questions and discussion

15.45-16.15

REFRESHMENT BREAK

16.15-17.30

BCBP

16.15-16.30

Eric Leopold, BCBP Project Manager, IATA, SWITZERLAND

Towards 100% BCBP

BCBP: IATA will present the latest developments towards 100% BCBP.

- How close is the industry to 100% BCBP?
- How will the industry benefit from the standard 2D barcodes?
- Global best practices on how to benefit from 2D barcodes around the airport and throughout the

passenger experience • New initiatives on mobile BCBP, such as iPhone and BlackBerry applications, and web services based on 2D barcodes.

16.30-16.45

Ulf Lengemann, Senior Manager Gate Processes, Lufthansa German Airlines, Germany

2D barcode and the impact on the airline industry

Magstripe technology has been in the airline industry for more than a decade, but its abilities are limited. Passengers' desire to simplify their travel, and the need to become more efficient, have led to the development of the 2D barcode, which has helped all involved parties benefit from technological change. The presentation will show how Lufthansa implemented the 2D barcode, and the new opportunities that it enabled. Lufthansa has started to offer a complete self-service check-in, with a home-printed, and later on a mobile, boarding pass, to meet customers' desire for high flexibility and mobility.

16.45-17.00

Paulo Andrade, ICT Manager, Lisbon Airport, Portugal

Automating the passenger airport process with 100% BCBP

The presentation will illustrate the progress of BCBP at Lisbon Airport, covering the projects that are BCBP related: fast track, self boarding, security checkpoint automation. Learn about the experience of an airport operator, using BCBP as the token to automate different checkpoints through the passenger flow at the airport terminal.

17.00-17.15

Pascal Thomas, International Sales Director, Desko, France

Document scanning: a must for airlines and airports

The presentation will show how strategic is document scanning (passport/visa/ID/ ICAO documents, etc.) for every passenger at kiosks (dedicated or CUSS); at traditional check-in counters with bag drop; at security checkpoints; at immigration counters and e-gates; at gates (and self-boarding gates). The audience will learn how strategic a cost-effective and compact full-page scanner with a barcode reader is for the detection of fake or modified documents (due

to features such as UV/infrared and RFID/biometric). Full-page scanners can be used for legacy applications (APIS, BCBP for bag drop and boarding gates with DCS connection, etc.) but also for comparison with passenger watch lists due to the image-capturing feature.

17.15-17.30

Panel wrap-up with questions and discussion

Common Use: Passenger Experience is looking at the entire passenger journey from a business process perspective. However, to support each of the process steps and related standard requirements, Passenger Experience will rely on solutions groups such as Common Use. CUSS and CUPPS will address technical requirements to support the end-to-end passenger process.

This conference will give the opportunity for the audience to learn how IATA is addressing the passenger end-to-end process to enhance passenger experience while reducing cost for the industry. The programme managed by IATA not only involves airlines but also all the air transport industry stakeholders (airlines, airports, handling agents, governments and vendors).