

Airline Mobile Self-Care

Change the way you think about mobile passenger services



Every day, airlines have unforeseen and inescapable events that can impact their customers' travel plans. Outside circumstances can also impact customer travel plans and additional communication challenges exist for customers who may already be in transit or in a noisy airport.

Providing timely information to these customers is critical to an airline's operations and a major advantage in creating and sustaining customer loyalty.

As millions of these customers take to the skies with their mobile phones, a mobile customer self service solution offers airlines the ideal mechanism for putting real-time travel information into the hands of passengers allowing them to independently and easily manage their travel plans. This also alleviates some of the burden on an airline's customer-facing employees – both at the airport and in call centers.

MobileAware enables the Airline Industry to provide mobile customer self service that makes communication and customer care interactions much simpler, faster and more convenient.

Airlines are under pressure to do more with less. Margins are being squeezed yet the need to effectively communicate with customers remains crucial. Mobile self service is a key component of an overall customer service strategy, providing a cost-effective and always available touch point for customers.

Airline Mobile Self-Care seamlessly extends existing customer self-care capabilities, providing real-time mobile web access to passenger services (e.g. Check-In, Flight Status), reducing care costs, improving satisfaction, and offering incremental revenue opportunities.

**Improve Customer Satisfaction
Reduce Customer Service Costs
Increase Revenue Opportunities**

Key Mobile Passenger Services

- Flight Schedules
- My Itineraries
- Flight Status
- Check-in
- Book Flights
- Manage Booking
 - Seat Selection
 - Change Flights
 - Upgrade Status
- Track Bags
- Fare Deals
- Loyalty Program Management
- Contact Us

Business Benefits

- Rapid ROI
- Launch in weeks
- Hosted or on-premise
- Minimal IT Resource Involvement
- More than 95% Cost Savings vs. Call Center & IVR

Travelers are Mobile!

Most executives and business travelers use mobile devices for email, news updates, and a growing set of other functions.

Improve Customer Satisfaction

Airline Mobile Self-Care provides an attractive, intuitive customer care channel available whenever and wherever customers need it. Customers can quickly access basic passenger services increasing satisfaction, improving loyalty and without engaging more expensive Call Center and IVR resources.

Reduce Customer Service Costs

Adding *Airline Mobile Self-Care* to existing customer care channels can decrease an Airline's customer service costs. Many basic queries can be deflected to an intuitive mobile self-care channel allowing live agents to focus on customer queries that require agent attention.

Increase Revenue Opportunities

Airline Mobile Self-Care offers similar revenue generating services as kiosk or web channels, such as premium seat reservation, confirmed upgrades and flight changes, and daily Airline lounge passes.

Ubiquitous Mobile Web Technology

MobileAware's mobile web solution delivers a better user experience on every mobile device at a lower total cost than any other mobile self-care channel.

Mobile Customer Self Service Solutions



MobileAware's Mobile Customer Self Service solutions make mobile self service as easy and intuitive as making a voice call, delivering an optimized navigation experience for the mobile user. It allows customers to access the same information and perform the same routine tasks from their mobile device that they would normally do from a computer or with a live agent.

MobileAware provides a pre-integrated, componentized solutions designed to enable enterprises to rapidly rollout mobile self service capabilities to their customers from either an on-premise or hosted deployment environment. An extensible design model supports integration to Airline and 3rd party data sources or leverages existing web self-care solutions.

Built-in device recognition and patented content rendering delivers an intuitive, device-optimized, rich user experience. This ensures your customers get the most available and rich experience their particular mobile device can deliver. New devices are automatically supported simply by inclusion in MobileAware's maintained Device Database.

The Mobile Customer Self Service solutions leverage MobileAware's patented Mobile Interaction Server within an extensible framework that supports complementary technologies such as messaging, web-clipping, eCommerce and mobile bar code delivery.

Key Features of Mobile Customer Self Service

- Rich mobile website – no device software to install and manage!
- Pre-built white label Self-Care modules ready for delivery
- Complete and immediate support for every mobile device
- User Interface dynamically optimized to maximize the customer's experience on their particular mobile device
- Extensible integration model for integration with existing airline and 3rd party data sources
- Branding consistent with existing website
- No change to current IT infrastructure
- Cross-sell and up-sell capability
- Extensive reporting and analytics
- 24x7 customer access
- Multiple language support

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Welcome to the future of Mobile Customer Self Service!

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