



Mobile Customer Self-Service Travel & Transportation



Millions of travellers routinely take to the skies, catch a train or jump on a bus each day with mobile phones in tow. However they are still expected to use traditional means to access important travel information, often resulting in unnecessary queuing and frustration.

Travel providers, in turn, are faced with numerous operational challenges which are forcing them to reduce amenities and staff to remain profitable and, in some cases, just to stay in business. This all too often creates a potentially volatile situation when customers need access to important travel information.

A mobile customer self-service solution offers travel providers the ideal mechanism for putting real-time travel information into the hands of customers, allowing them to manage their travel plans easily and independently.

Advances in Technology Offer New Business Opportunities

Consumers are increasingly adopting a range of mobile services, thanks to new, feature-rich mobile devices that present these services in an attractive and easy-to-use manner. Analysts estimate that the number of browser-enabled mobile devices will reach 1.5 billion by the end of 2007 and that there is an overall willingness on behalf of consumers to use value-added services on these devices. According to industry analyst firm, Strategy Analytics, total global spend on consumer mobile data services is expected to reach \$23 billion in 2005.

Closely linked to the growing usage of mobile data services are better network connectivity and bandwidth availability and the emergence of 'digital communities' that use wireless technology to improve services for businesses and citizens. As a result customer behaviour patterns are changing. More and more, customers value convenience, expect anytime, anywhere access to personal information through a variety of channels, and rapidly lose patience with service providers offering disjointed customer experiences.

What this means for travel and transportation organizations, is that there has never been a better time to offer mobile customer self-service solutions that not only provide a simple and intuitive means for customers to manage their travel plans, but also offer the opportunity to reduce customer care costs and improve customer relationships.

Creating Customer Value

Travelers are by definition highly mobile – whether they are traveling through an airport, at a train station or waiting to board a bus. Because the customer is mobile, travel providers need to provide solutions that move with the customer and leverage the communication devices that the customer already carries.



Emulating the enormous success of Web-based customer services, mobile customer self-service creates value for travelers in many ways. For airlines, mobile customer self-service extends the convenience of existing online services such as flight status, mobile check in, gate information, seat selection and upgrade services by making them accessible from any mobile device.

Train and bus commuters can plan their journeys more efficiently by benefiting from real-time information on schedules, bus and rail disruptions, route planners and platform information while in transit or en route to their bus-stop or station.



Car rental organizations and ferry operators can extend the benefits of their Web-based customer care services by allowing customers to book and modify their travel arrangements from any mobile device. Combining other co-branded mobile services such as destination coupons and travel-related services including hotel promotions provide for an improved customer experience and increased customer loyalty

Tangible Business Benefits

Mobile customer self-service also offers a full range of business benefits for travel providers, ranging from reduced customer support costs to improved customer satisfaction and retention.

Most large travel call centers receive millions of calls per year. McKinsey estimates the cost of a typical call center transaction ranges from \$8 - \$10.

A recent Gartner measurement study showed that an average contact center deflects 16% of its contacts to phone-based automated self-service technology, with some high-performing companies achieving deflection rates of up to 50%. With typical IVR (Integrated Voice Response) calls averaging \$0.95 per call, travel providers could reap cost savings of up to 45% by deflecting half of their calls to an IVR system.

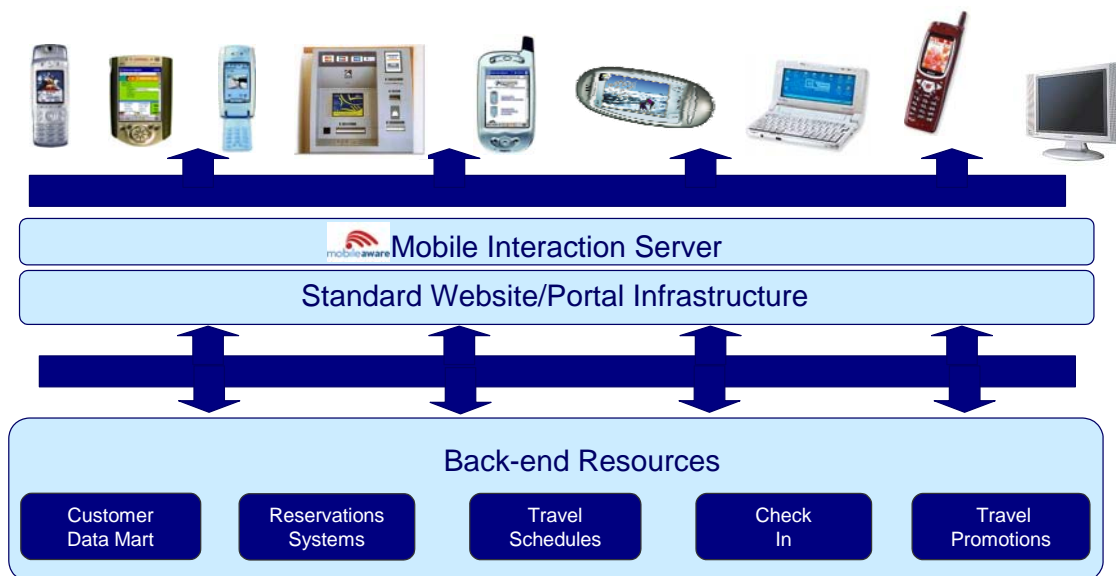
A mobile self-service alternative to both call center and IVR customer queries could reap even more cost savings. Travel-related customer support calls typically relate to routine enquiries, such as travel schedules, which are perfectly suited to a mobile self-service solution. Customer ROI studies have shown that MobileAware can reduce the cost of simple query resolutions or transactions by up to 95%. Added to that is a more satisfied customer base that is no longer faced with the frustrations of dealing with IVR systems, or waiting in line for the next available customer service representative.

Offering innovative, personalized mobile services can also assist travel providers to attract and retain customers. Mobile customer self-service solutions offer an opportunity to target and acquire new customer segments that value mobility and real-time control of their travel plans, leading to increased customer growth and revenue.

The MobileAware Approach

MobileAware enables mobile customer self-service solutions that dovetail with existing online travel services, extending customer care portals and travel applications to a wide variety of mobile devices. Customers can retrieve the same travel information as they would through a PC, but have the added benefit of accessing personal travel information when and where they choose.

MobileAware's approach to mobilizing travel applications is unique – our award-winning Mobile Interaction Server is an out-of-the-box software package that leverages installed travel systems, developer tools and software skills to allow travel providers to reach their mobile customers from any location on any mobile device. MobileAware eliminates the need to purchase and maintain a separate, parallel mobile infrastructure enabling travel providers to accelerate the ROI on established travel systems and applications.



MobileAware also removes the need for travel organizations to adapt content for different mobile devices. Our core technology, which uses device recognition to enable advanced, device-specific content rendering, ensures that mobile customer services are created once and presented in the most optimized manner according to the unique characteristics of any mobile device. Our products ship with integration packages for common portal frameworks, allowing mobile services to be easily created and customized using common Web authoring tools, leading to rapid new service introduction.

Regular introduction of highly-usable, compelling mobile services not only strengthens a travel provider's brand as innovative and future-oriented, it also offers numerous opportunities for tailored marketing and promotional campaigns to drive customer acquisition.

User Example

One of the world's largest airlines recently deployed a MobileAware solution to boost customer and employee satisfaction levels.

The airline has a strong history of technological innovation and has won numerous awards for Internet initiatives and superior customer service. Building on its foundation of advanced online self-care services, the airline sought to extend its Web-based travel information beyond the PC to deliver real value to the airline's mobile customers and employees.

While recognizing the benefits that a mobile solution could bring to the airline, adapting mobile content for the vast array of mobile devices was perceived as the major stumbling block. Earlier mobility trials used a lowest common denominator approach, which resulted in poorly presented mobile services on high-end, feature-rich mobile devices.

With no resources to continually understand and manage new mobile devices, the airline required a solution that ensured their mobile services would be presented in the most visually appealing manner on any device. The solution also needed to easily support future devices as they came onto the market.

The airline downloaded a free evaluation copy of Mobile Interaction Server and built a test application in a matter of weeks at no cost. Performance tests demonstrated that MobileAware met all customer and business requirements and most importantly, leveraged the IT infrastructure already in place at the airline.

Phase one of the rollout allows airline employees to check standby seat availability on upcoming flights using any mobile device. Information on employee standby availability is by nature very time-sensitive, with many of the seats becoming available close to the departure time. In addition, airline employees typically do not have a desk location from which to check travel information from a PC. Using MobileAware, airline employees are now able to access real-time seat availability from their mobile phones en route to the airport, in the airport or in transit.

Phase two of the rollout will extend the airline's online customer care systems to provide wireless access to airline services such as flight schedules, mobile check-in, gate information, parking status, seat selection and upgrade services. The airline's customers will also be able to access information on the latest special offers.

About MobileAware

MobileAware is a leading provider of mobile business solutions. The company's software products enable web-based content to be delivered to all mobile devices - allowing for easier creation, better presentation, and greater accessibility of mobile content and services. MobileAware customers include mobile carriers seeking to create and deliver compelling mobile services to increase wireless data traffic; media and entertainment companies seeking to extend their brand and develop new revenue streams by delivering existing web-based content to their mobile customers; and cross-vertical enterprises seeking to extend real-time business information to their mobile employees and mobile customers. MobileAware is a privately held company and is on the Web at www.mobileaware.com

