AIRPORT MANAGEMENT SOLUTION

ACHIEVING EXCELLENCE IN PASSENGER COMMUNICATIONS

The most successful airports spend countless hours creating comfortable environments for their passengers. SITA solutions help you deliver an enhanced customer experience with clear audio, stunning visuals and the flexibility to answer your passengers' most common questions – before they have to ask.

ISSUES

Constant flight plan changes

Airports and airlines need to instantly inform passengers about flight plan changes.

Poor coverage

Airports and airlines need to reach passengers wherever they are – inside or outside the facility.

Passenger disorientation

The airport environment can be stressful for passengers and it is important to seek ways to ease their journey.

Noise pollution

Airports need to limit the number of passenger announcements – so as to maintain the timeliness and relevance of information.

Inconsistent information

Customer satisfaction is put at risk when flight information on displays does not match the airline's website information, or when the announcements are unclear or inaudible.

SOLUTION

SITA solutions deliver accurate audible and visual information using integrated display systems, including:

- Directory information (terminal, desk, gate and carousel numbers)
- Airport layout and routing information
- Check-in and boarding alerts
- Identification and signage (airline logos with check-in and boarding information)
- Visual paging
- Emergency information
- Weather information
- Promotions and advertising

These powerful, cost-effective and flexible display systems work together to offer a large number of aural and visual options, thus enabling you to distribute real-time flight data using various media – including websites.
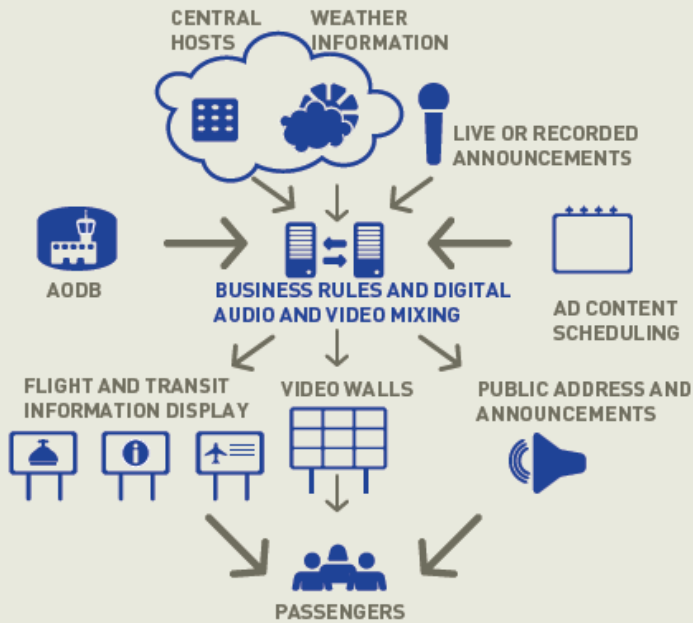
BENEFITS

- Choice of audible and visual media for clear and consistent passenger communication
- Enhanced language and character support for multinational passengers
- Clear signage for improved passenger flow
- Provision of timely airport information to all stakeholders
- State-of-the-art visual rendering with no compromise on performance and reliability
- Permissions-based messaging system allows airports to control when and where messages are broadcast.
- Engine-based announcements, triggered by flight-related changes, provide a clear and consistent message each time – both audibly and visually.

100%
customer Satisfaction

8 hours
saved per 150 flights by automating 3 minutes of announcements

SITA
Create success. Together

HOW DOES IT WORK?

- Scalable solutions that grow in line with your needs
- End-to-end management
- 24/7 local field support and device management

SOLUTION COMPONENTS

Flight and Transit Information Display system

A highly reliable application displaying relevant and timely information where needed – check-in areas, security and all operational centers.

Public Address and Announcement Control

This enables airport operators to leverage existing infrastructure to distribute audible and visual paging messages to passengers.

Web Solutions

The ability to reach passengers through your website and to provide them with the option of receiving a notification via their computer, mobile phone or PDA every time the status of their flight changes.

Interactive Voice Response System

Passengers are able to retrieve real-time information from anywhere – using their phones.

Broadcast

Communicate flight information and public service announcements to arriving passengers through a local radio broadcast.

Hotel Flight Information Displays

Reach travelers with up-to-date flight information displayed in nearby hotel lobbies or in guest bedrooms.

CASE STUDY

Port Columbus International Airport in Columbus, Ohio has earned a reputation for thought leadership in passenger services and communications. In November 2010, the airport commissioned to SITA its latest example of a high-tech passenger communications systems – a large 72-display high-definition video wall.

The pre-implementation phase of the project spanned 12 months, beginning in November 2010. The US$1.25 million project was then designed, constructed and integrated in approximately 90 days. Customers have confirmed what the airport had hoped to achieve – a central focal point with easy-to-read flight information featuring stunning visuals that grab people's attention.

Following the soft release, the airport expects local advertisers to fill the premium space, thereby generating a significant increase in the airport's already impressive revenues.

For more information please contact us at
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