

EVERYTHING SELF-SERVICE? EVERYTHING MOBILE?

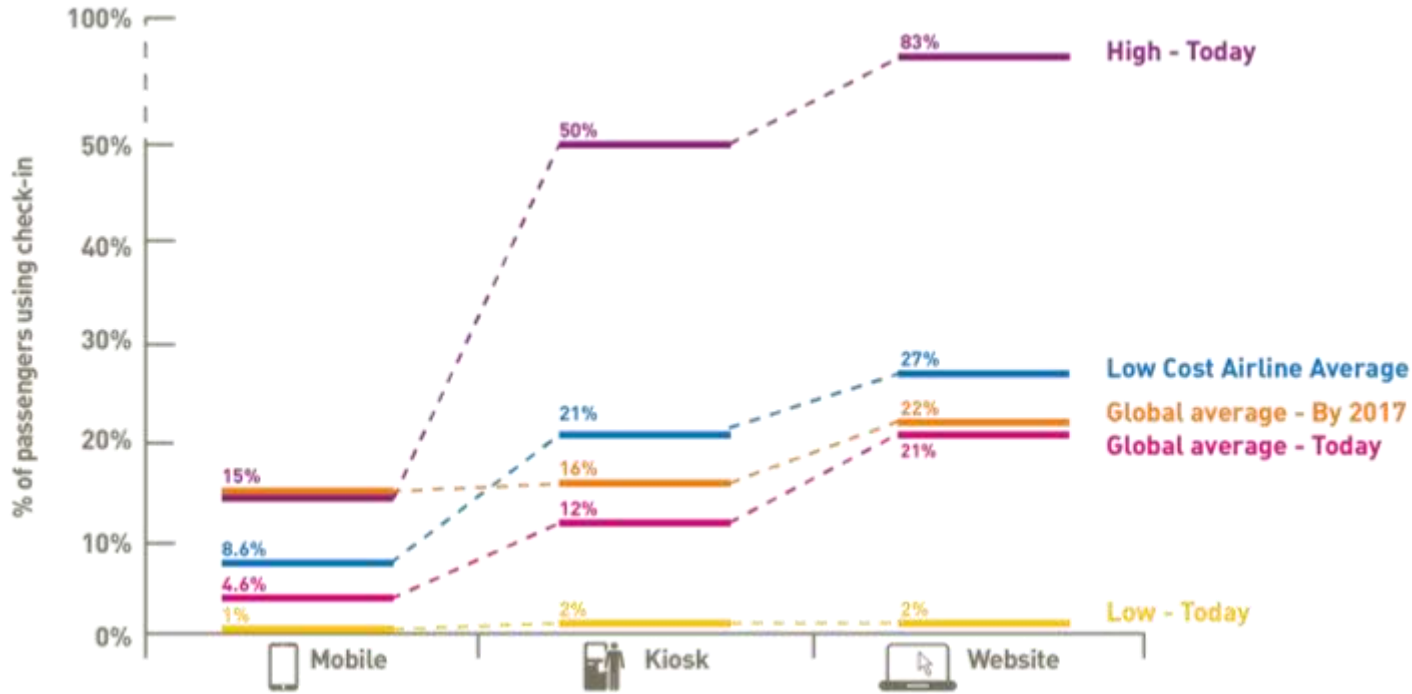
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SITA



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MASSIVE VARIATIONS IN SELF-SERVICE CHANNEL USAGE FOR CHECK IN



EXPECT RAPID DEPLOYMENT OF BAGGAGE SELF-SERVICE



Bag Tag Printing

Today

34%

By 2017

82%

Missing Bag Reporting

18%

65%



Missing Bag Reporting

11%

66%

Baggage location status

10%

69%



Bag drop (self-service)

9%

69%

Bag drop (assisted)

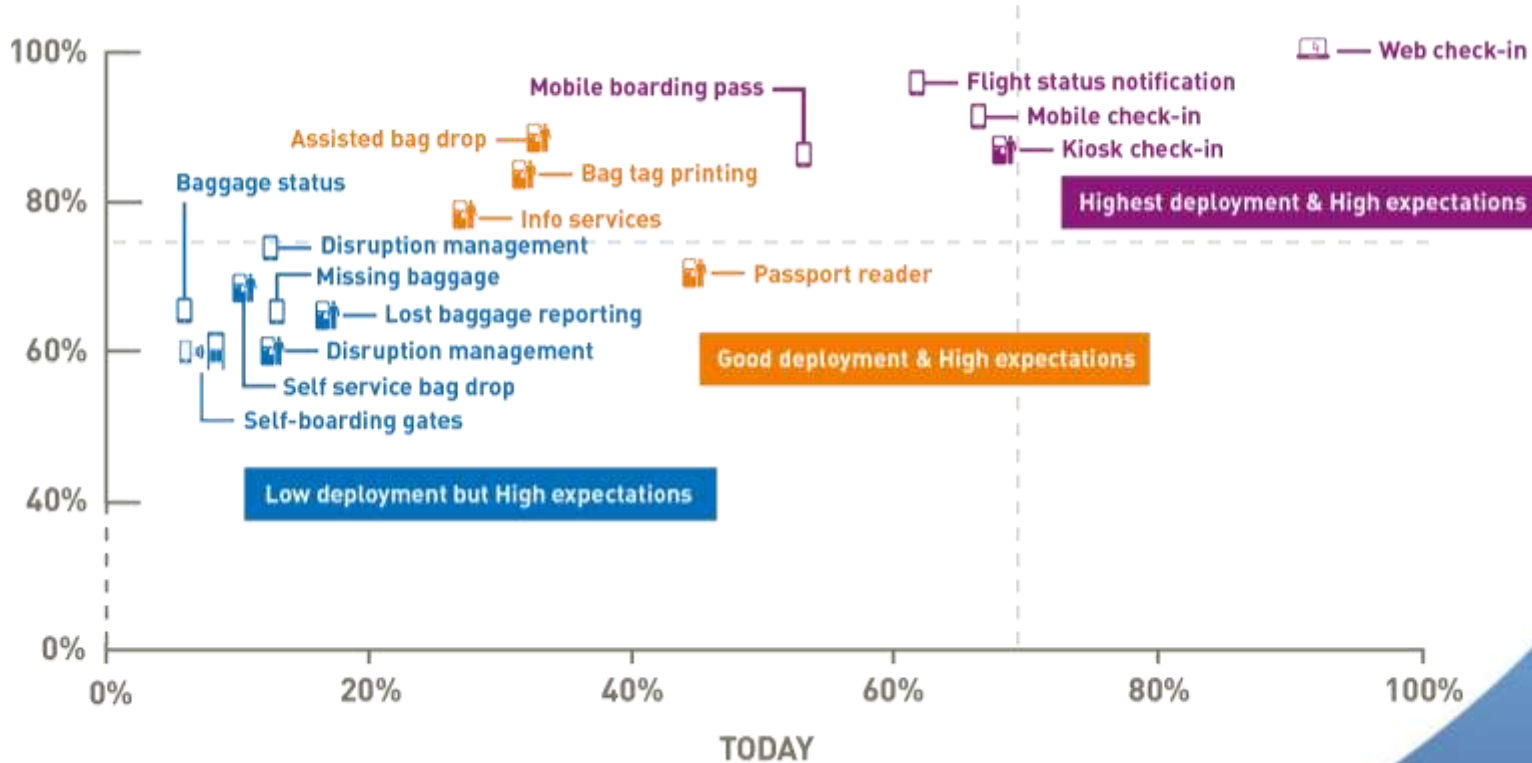
33%

86%

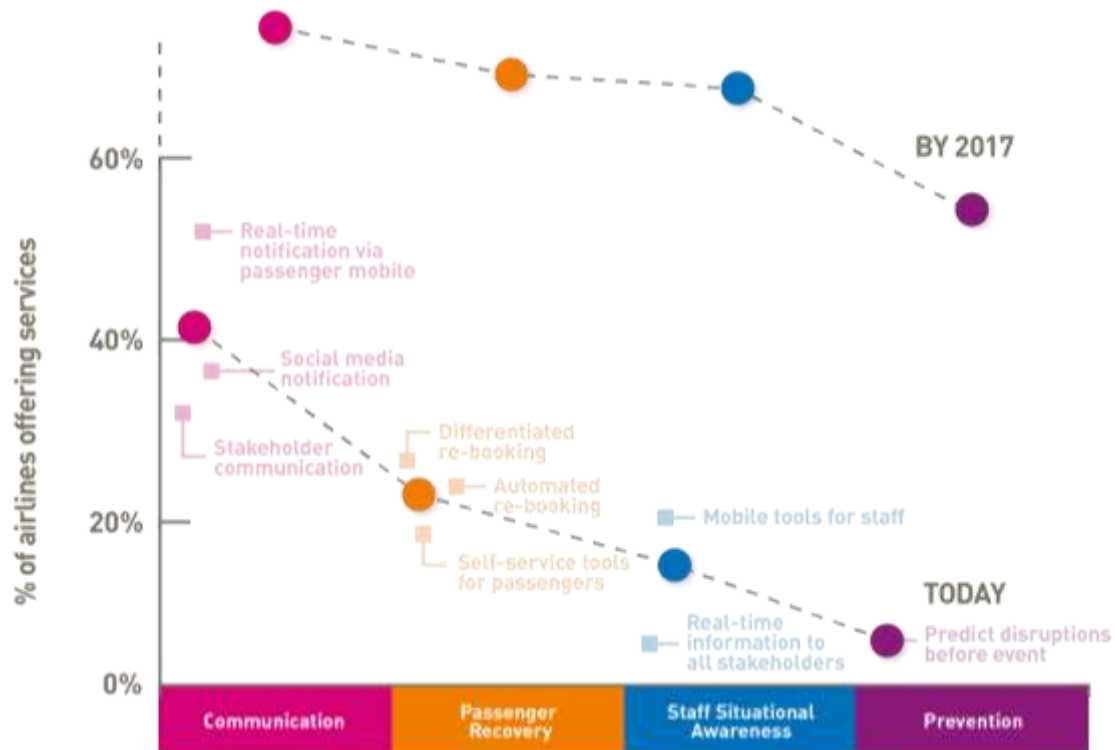
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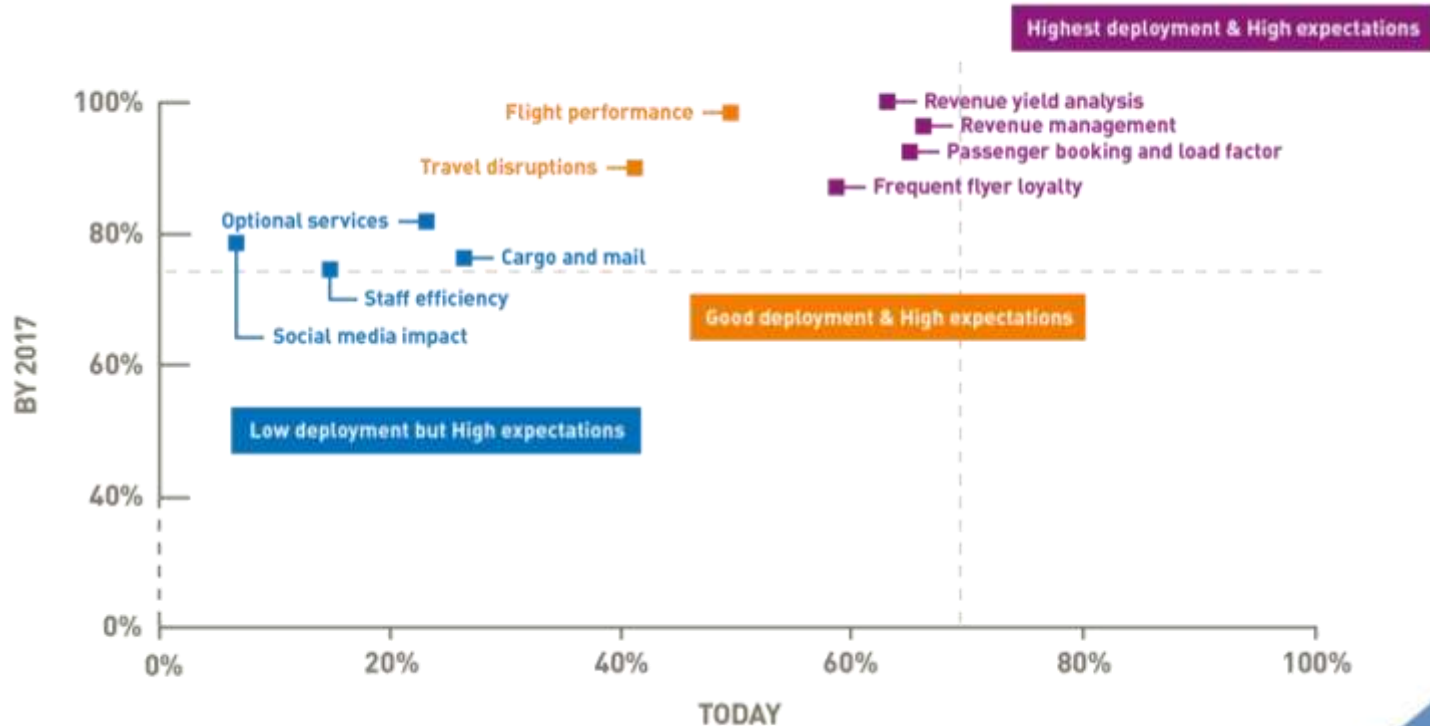
THE NEXT FRONTIER FOR SELF-SERVICE: DISRUPTION MANAGEMENT



DISRUPTION MANAGEMENT: RECOVERY IS THE NEXT FOCUS



BUSINESS INTELLIGENCE WILL BE ESSENTIAL FOR A SELF-SERVICE FUTURE



EVERYTHING SELF-SERVICE? EVERYTHING MOBILE?

YES, everything will become self-service

- Passengers will self-serve throughout their journey
- After baggage, disruption management will be the next focus
- Effective business intelligence will be essential
- Mobile will play a critical role

BUT, not everything will be mobile!

- For now, channel choice depends on the step of the journey
- ...and the customer's preference



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