2015 PASSENGER IT TRENDS SURVEY

Renaud Irminger
Director of SITA Lab,
SITA
2015 PASSENGER IT TRENDS SURVEY

• Investigates the connection between a passenger’s use of technology and their emotions
• Coverage:
  ✓ 17 countries, representing 76% of the world’s passengers
  ✓ 5,871 respondents
This Emotional Scale Tool (adapted from Plutchik et al.) was used to assess the range and degree of emotions passengers felt along different stages of their journey.
MOBILE DEVICE ADOPTION AMONG PASSENGERS

Smartphone 83%

Laptop 46%

All 3 devices 15%

Tablet 39%

% of passengers carrying a device
EMOTIONAL EXTREMES DURING THE JOURNEY

% OF PASSENGERS FEELING EMOTIONS

Booking: 91% Positive emotions, 9% Negative emotions
Check-in: 86% Positive emotions, 14% Negative emotions
Bag tag: 89% Positive emotions, 11% Negative emotions
Bag drop: 79% Positive emotions, 21% Negative emotions
Security: 64% Positive emotions, 36% Negative emotions
Passport: 75% Positive emotions, 25% Negative emotions
Dwell time: 95% Positive emotions, 5% Negative emotions
Boarding: 88% Positive emotions, 12% Negative emotions
On board: 91% Positive emotions, 9% Negative emotions
Bag collection: 69% Positive emotions, 31% Negative emotions

PASSENGER JOURNEY
POSITIVE EMOTIONS EXPERIENCED DURING THE PASSENGER JOURNEY

- Booking: 54% Excitement, 38% Happiness
- Check-in: 47% Excitement, 39% Happiness
- Bag-tag: 47% Excitement, 42% Happiness
- Bag-drop: 42% Excitement, 38% Happiness
- Security: 29% Excitement, 35% Happiness
- Passport: 34% Excitement, 40% Happiness
- Dwell time: 37% Excitement, 58% Happiness
- Boarding: 48% Excitement, 40% Happiness
- On board: 42% Excitement, 49% Happiness
- Bag collection: 36% Excitement, 33% Happiness
WHAT IS THE EFFECT OF TECHNOLOGY USAGE ON PASSENGER’S EMOTIONS?
POSITIVE EMOTIONS & BOOKING

% of passengers with positive emotions using the following booking channels:

- Smartphone Apps: 94%
- Web-booking (desktop/laptop): 91%
- Tablet Apps: 89%

* Statistically significant
POSITIVE EMOTIONS & CHECK-IN

% of passengers with positive emotions using check-in options

- Web check-in: 97%
- Self-service kiosk: 92%
- Smartphone Apps: 90%
- Airline desk: 83%

* Statistically significant

Positive emotions
PASSENGER DEMAND FOR NEW SERVICES AT AIRPORT

<table>
<thead>
<tr>
<th>Service</th>
<th>Yes, would definitely use</th>
<th>May use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight updates</td>
<td>72%</td>
<td>23%</td>
</tr>
<tr>
<td>Bag collection updates</td>
<td>63%</td>
<td>33%</td>
</tr>
<tr>
<td>Scan phone for access</td>
<td>60%</td>
<td>31%</td>
</tr>
<tr>
<td>Use mobile for ID</td>
<td>59%</td>
<td>33%</td>
</tr>
<tr>
<td>Airport maps &amp; directions</td>
<td>57%</td>
<td>35%</td>
</tr>
</tbody>
</table>

% of passengers using new mobile services in the future
FLIGHT INFORMATION IS AN ISSUE TODAY

From 2 “best” airport apps

Inaccurate timings not matter how many times you refresh. It does not update you when a flight is delayed.

It's late Information about flights rarely makes it to my phone on time. I've got the feeling that either schiphol does this on purpose (to get you how far away the gate) or that they themselves simply don't know what's going on on their own premises. I've yet to had a message from this app that actually helped me. Mind you, I fly a little bit so try to make the experience as efficient as possible. This app doesn't help with that.

Overall good Works fine in all regards, but doesn't provide real time flight info updates. Discovered delay when arriving at the airport, which was never reported on the app. Great otherwise.

From 2 “best” airline apps

Not very user friendly Difficult to find how to add to calendar, no gate info, needs to have time zone listed for each time otherwise how do I know if the time is the one I'm in or the zone local to that airport.
FLIFO CAN BE MADE RIGHT
EASYJET HOST –
POWERED BY SITA FLIFO API
RESOLUTION 753: BAGGAGE TRACKING

PSC(34)xxxx

Expiry: Indefinite
Type: 
Effective: June 2018

RESOLVED that:
IATA members shall maintain an accurate inventory of baggage by monitoring the acquisition and delivery of baggage.
SCAN PHONE FOR ACCESS
NFC BOARDING PASSES
NFC VIP CARDS
MOBILE ID / MOBILE BIOMETRICS
MAPS, BEACONS AND PROXIMITY SERVICES

MAR 2011: CPH and SITA
NOV 2011: Google Maps SFO
JUN 2014: Apple Map SAN
MAPS, BEACONS AND PROXIMITY SERVICES

MAR 2011: CPH and SITA

NOV 2011: Google Maps SFO

JUN 2014: Apple Map SAN
PASSENGER APPRECIATE STAFF WITH SUPER POWERS
MY PHONE IS MY LIFE
MY APPS ARE MY LIFE

«Useless app»

«Another crap»

«Rubbish and will never use again»

«Useless»

«Does not work properly»

«Need a lot of improvements!!!»

«Still bad Pathetic.»
AIR TRANSPORT MOBILE ADOPTION HAS ROOM FOR IMPROVEMENTS

2015 Passenger IT trends Survey:

Mobile is
• 26% of bookings
• 11% of check-ins

Facebook is 83% mobile
(March 2015)
CONCLUSIONS

• The survey confirms that technology applied right produces more positive emotions
• Passengers want more useful mobile services
• Adoption of mobile apps in the ATI will increase only when we engage the passengers throughout the entire journey
DISCLAIMER

Any use, republication or redistribution of this content is expressly prohibited without the prior written consent of the Author. Permission to copy and reproduce content may be granted by the author, at their discretion, and by request only.

Source: presentation of Renaud Irminger, SITA at the 2015 SITA Air Transport IT Summit, Brussels.