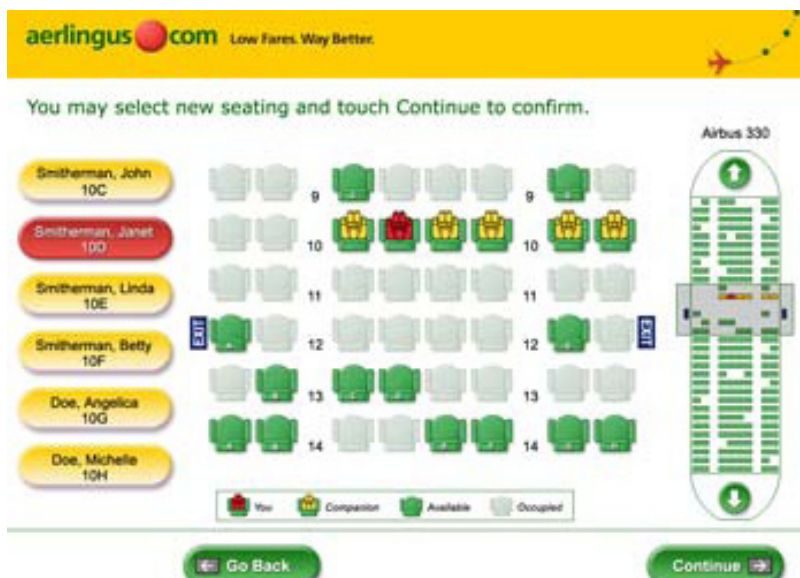


IBM CUSTOMER FACING SOLUTIONS



Aer Lingus

Recognition as a leader in self-service check-in

Challenge

Aer Lingus wanted to continue its ongoing strategy of providing a better service for its customers. Passengers were waiting in long lineups for check-in. They wanted to speed up the check-in time and give the customer more control. Aer Lingus also wanted to have more points of check-in at the airport while still being cost-effective. While many airlines have self check-in solutions, Aer Lingus wanted to be recognized as the leader in this field.

Solution

IBM Business Consulting Services reviewed and made recommendations for Aer Lingus' check-in system at the Dublin airport. IBM e-access provided an end-to-end solution, from process and application design to implementation, project management and support.

The FastPass solution included:

- Custom self check-in application
- IBM Consumer Device Services middleware
- IBM Kiosk Manager monitoring software
- Custom self-service kiosks

Results

The Aer Lingus FastPass self check-in kiosk and application is easy to use and empowers passengers to choose their own seating, check-in for onward flights and print their boarding passes. Within five months of its launch, FastPass became the primary channel of check-in. Due to the overwhelming demand, FastPass was extended to airports in Cork, New York (JFK) and London (Heathrow). Currently in excess of 70% of passengers checking at Dublin, New York and London are using Aer Lingus' self service kiosks.

"Since its introduction, FastPass has transformed the check-in experience for our customers at Dublin airport", says Anne Bradley, Aer Lingus Dublin Airport Manager. "Quite simply, FastPass is now an essential part of our daily operation."

