

IBM CUSTOMER FACING SOLUTIONS

Air Canada Self Service Kiosks

Extending self service from kiosks to web and mobile platforms



Challenge

The travel industry is shifting to a self service oriented model. With the Common Use Self Service (CUSS) standard taking hold, airports in Canada and around the world are accelerating implementations of CUSS kiosks. Air Canada wanted to be ready to take advantage of the CUSS standard and the ability to extend their kiosk reach by deploying airport CUSS kiosks wherever it made sense.

Solution

Air Canada turned to IBM, the industry leader in developing and deploying Airline CUSS application solutions. IBM provided Air Canada with a function-rich CUSS check-in application that allows Air Canada's passengers to check-in and print their boarding pass, update their frequent flyer number, change their seat using an interactive seatmap, change to an earlier flight, check their bags and many other functions. The application is built using a flexible thin client framework and multi-channel architecture that provides both a rich user interface and unparalleled stability, using IBM's industry leading CUSS application development tools and experience.

Results

Air Canada is the industry leader in CUSS deployments. The application is deployed on over a dozen CUSS airports in Canada, the United States and Europe with more planned to come on line. Using a multi-channel architecture, Air Canada has been able to extend their self service check-in application to both the web and mobile platforms using common business logic and infrastructure; resulting in a solution that not only allows Air Canada to realize the benefits of airport CUSS kiosks, but also to provide check-in services in a variety of ways, to meet the ever changing needs of their customers.

