

IBM CUSTOMER FACING SOLUTIONS

Air Canada Web Check-in

Leading the industry with customer-driven innovations

Challenge

To stay competitive in the air travel market, Air Canada wanted to introduce a new feature to its web site that further enhances the air travellers' experience by putting more control in their hands through automation.

Solution

The IBM team provided an end-to-end solution: project management; application and interface design; and project implementation. The web feature the team built allows customers travelling on all Air Canada flights to check-in and print boarding passes from the convenience of their home or office by simply visiting and logging onto www.aircanada.com.

Air Canada customers are able to enter either their Aeroplane number or credit card number used to purchase the ticket, select their seats, and print out their boarding card -- all before arriving at the airport. The solution has expanded online check-in service for all of Air Canada's domestic flights plus flights from select international and US cities. It also allows customers to cancel their check-in online.

Name	Seat Number
1. Robert Smith	10A
2. Marie Smith	10A
3. Danielle Smith	10A
4. Jeanpierre Smith	10A

Results

Steve Smith, Senior Vice President for Customer Experience, had this to say in regards to the solution's success: "With the expansion of web check-in for all our domestic Canada customers, Air Canada is continuing to use technology to enhance our customers' experience by simplifying air travel and saving valuable time. Since becoming the first Canadian airline to provide web check-in, we are focused on continuing to lead the industry with customer-driven innovations that make air travel simple."