


Customer	Qantas Airways
Customer Information 	<p>Qantas is Australia's largest domestic and international airline, offering services to 184 destinations in 42 countries.</p> <p>Qantas, QantasLink and Jetstar operate more than 6,000 flights each week. They carried 41.4 million passengers in 2009/2010.</p>
Engagement Information	<p>IBM is helping Qantas deliver a faster, streamlined journey through the airport terminal for its customers by providing the next generation of self-service kiosks.</p> <p>Over the next five years, IBM will provide Qantas with end-to-end managed service, including execution and support.</p>
Challenge	<p>Qantas sought to improve every aspect of travel—from booking and boarding to baggage collection. The process needed to be fast and easy, providing:</p> <ul style="list-style-type: none"> • Fewer lines • Reduced wait times • Faster check-in <p>This new system also had to be intuitive and easy to use for new flyers, and efficient and automated for frequent flyers.</p> <p>At the same time, the airline wanted to reduce costs and to explore new ways to increase revenue.</p>
Solution	<p>Building on their strong track record of innovation in travel, Qantas launched an initiative to re-design their check-in process called Next Generation Check-In.</p> <p>In addition to self-service kiosks, IBM designed new technology that would recognize frequent flyers: a Qantas card (Q card) reader application.</p> <p>Q cards allow flyers who have not already checked in online or by mobile phone to tap an airport card reader and complete the process within five seconds. Flyers can use this Q card as their boarding pass, receiving a 2D barcode on their mobile to confirm their check-in.</p> <p>IBM also designed a vending kiosk application where Qantas customers can purchase RFID bag tags. These permanent bag tags (known as Q bag tags) allow flyers to check their luggage at automated bag drops, eliminating the cost and inconvenience of paper bag tags.</p> <p>As a leader in airline self-service, IBM provided:</p> <ul style="list-style-type: none"> • Common User Self Service (CUSS) application designed and built to meet the specific requirements of Qantas • 235 IBM N-series self-service kiosks • Q card check-in application and Q card readers • Vending kiosk application for Q bag tags • Project and application management, support and hosting services • IBM help desk and incident management
Results	<p>IBM's proven and innovative solution gives Qantas customers a faster and easier check-in experience, along with more control and flexibility throughout</p>

the process.

With next generation self-service kiosks and Q card readers, Qantas is able to minimize costs by reducing airport headcount, while maximizing profit through new cross-selling opportunities. Customers can now purchase seat upgrades, exit row seating and excess baggage allowance directly through the kiosk.

“We are at the leading edge of using information technologies for the benefit of our customers...partnering with IBM to deliver scale, flexibility, improved tools and efficiencies,” said David Hall, Qantas executive manager of corporate services and technology.

IBM continues to work with Qantas to refine, enhance and build upon the solution.

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