

Transforming Passenger Processing Through Self Service

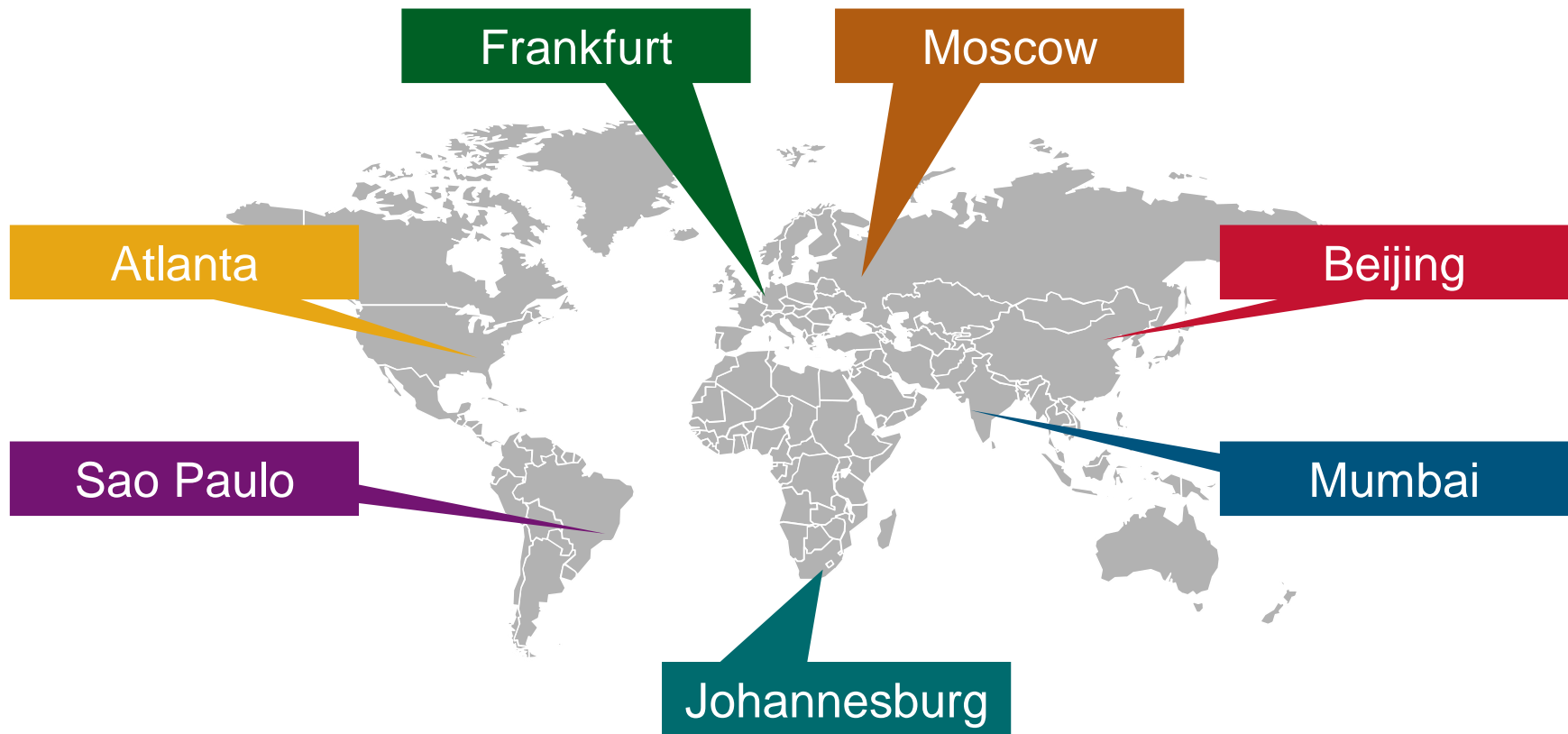
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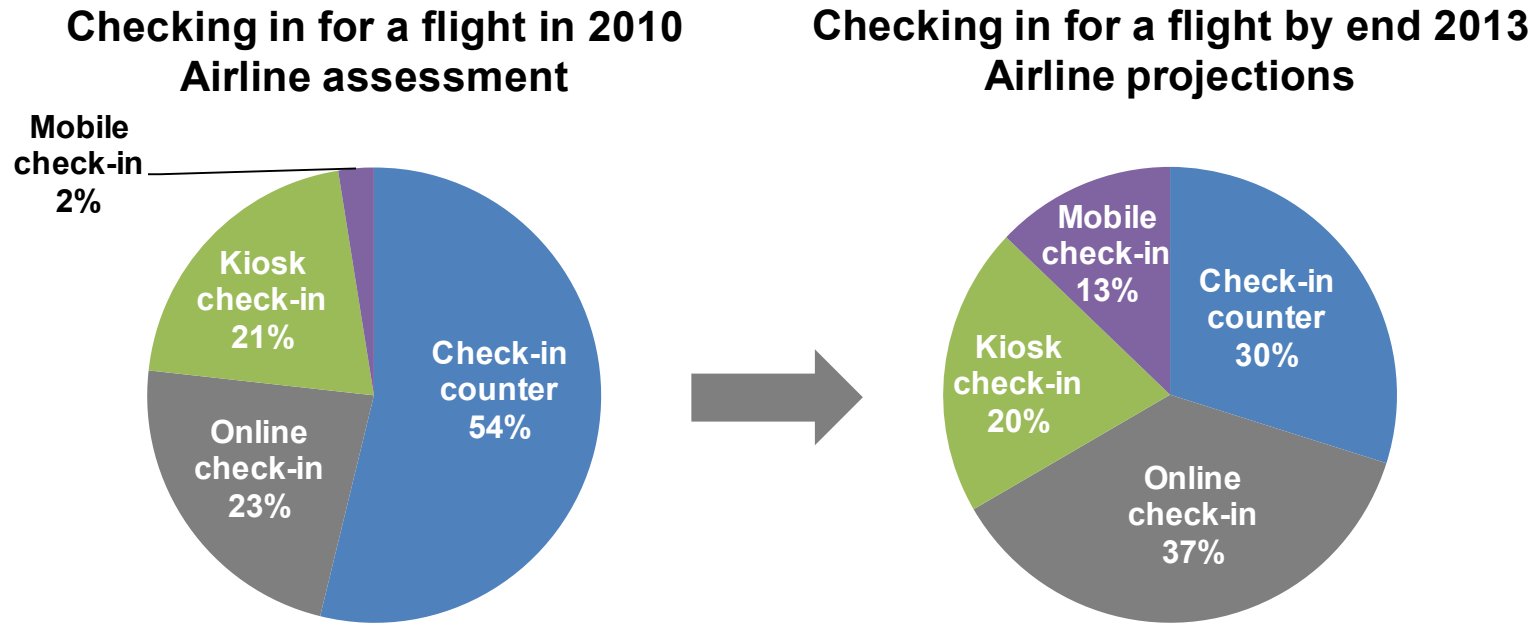


Passenger Self-Service survey 2010

2,490 passengers interviewed at 7 major world airports

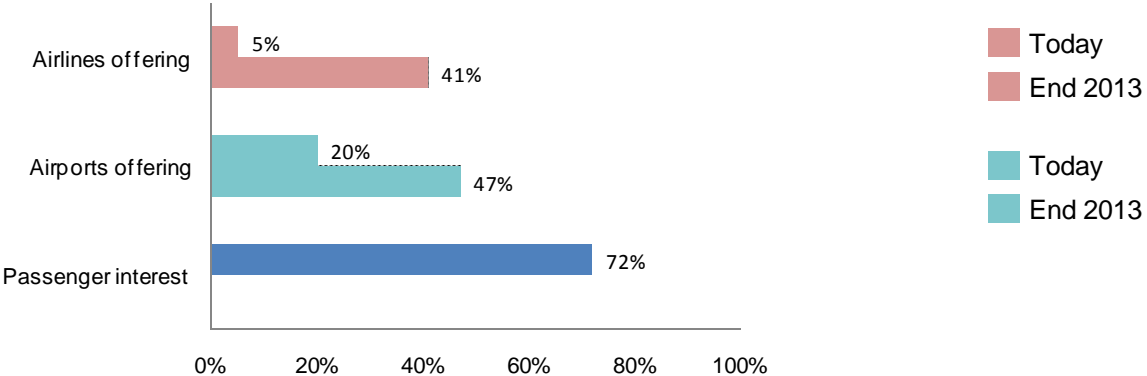


Airlines expect significant growth in Self Service Check-in

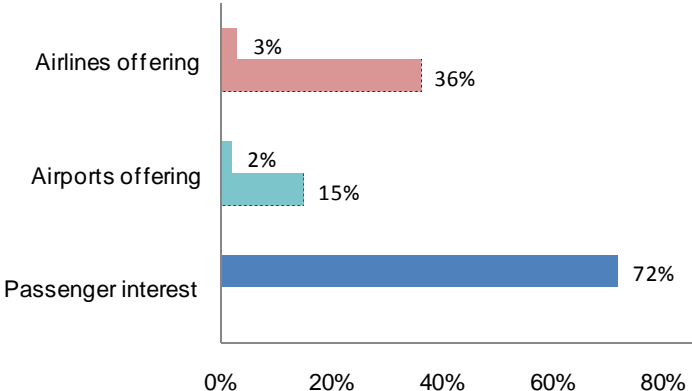


Kiosks are also being used in many other ways

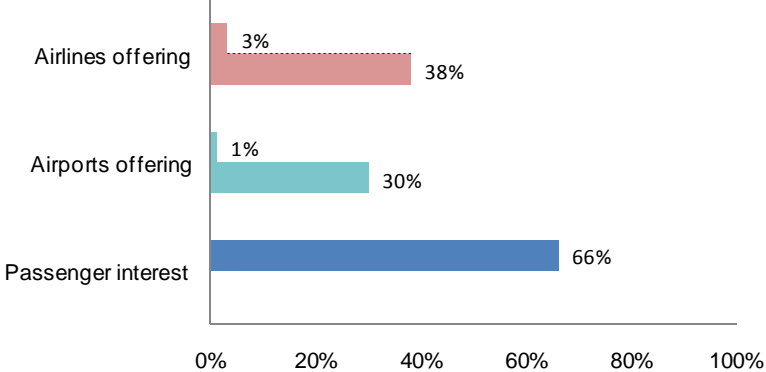
Flight transfer kiosks



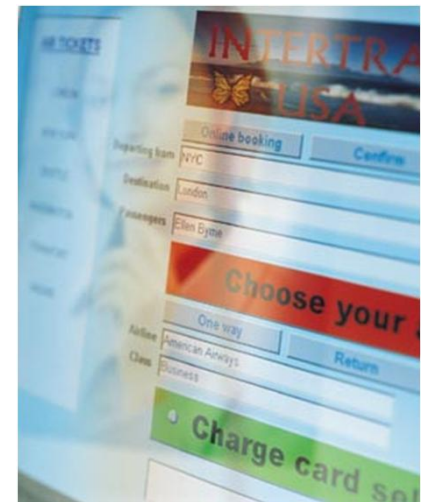
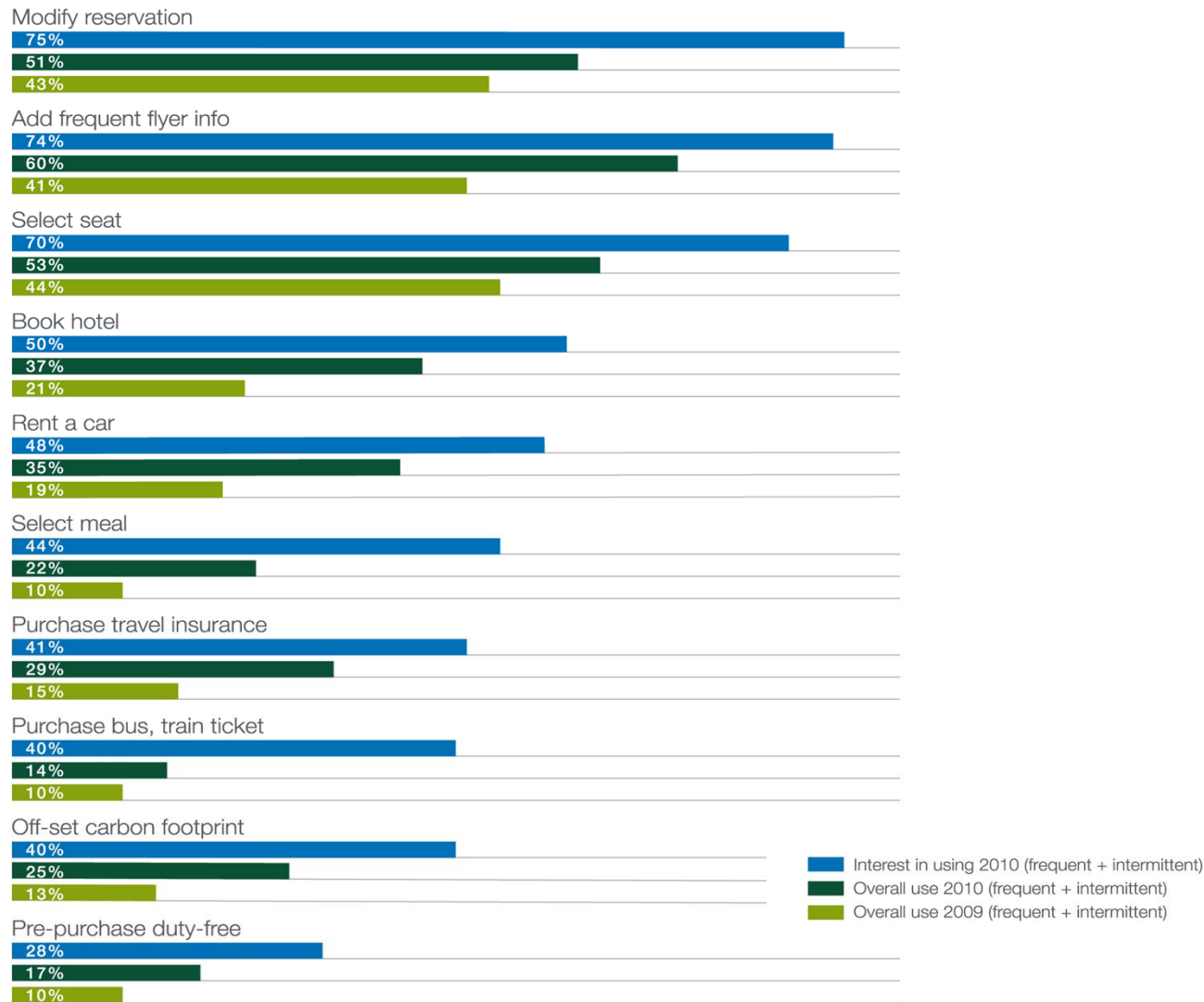
Disruption management kiosks



Baggage claim kiosks

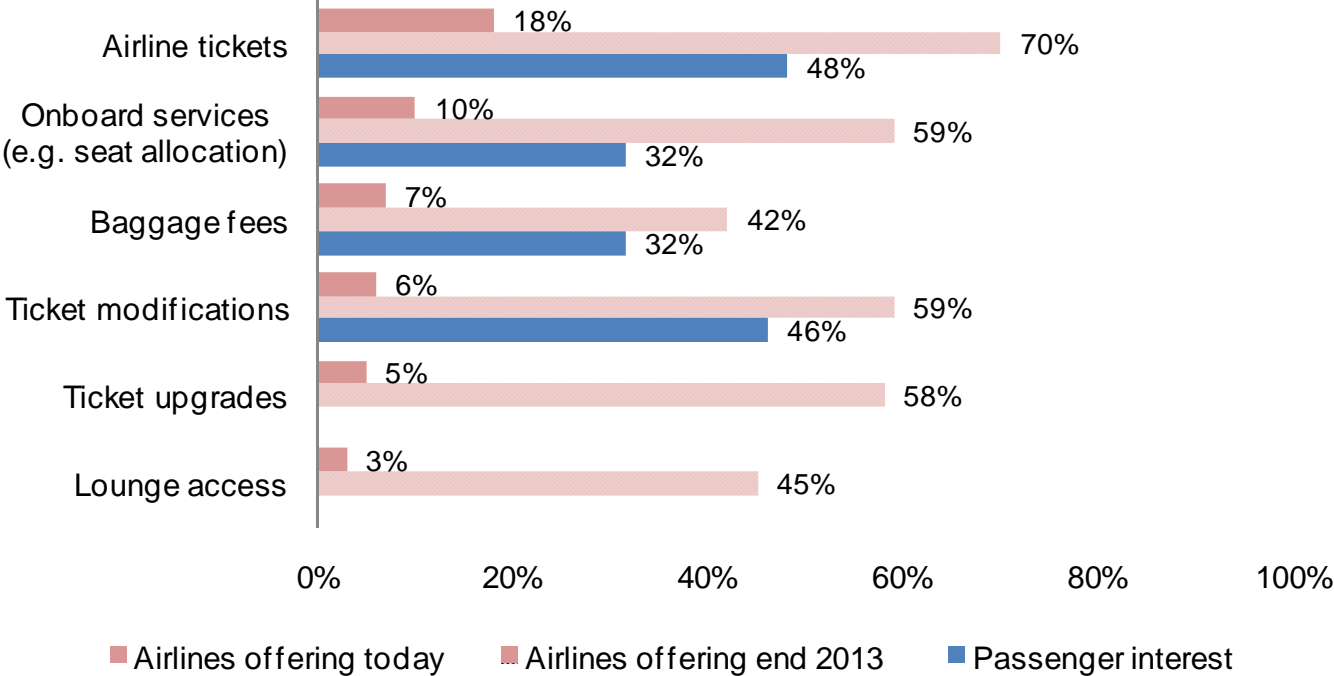


Passengers usage and interest in purchasing additional services from airline websites has increased



Mobile . airlines intend to meet passenger demand

Selling products over mobile devices



■ Today
■ End 2013

What is the status in Africa?

- On line booking
 - . Most African Airlines offer this facility today. However, the usage remains below 5% even for the main airlines
 - . Only exception is SAA which is registering 20% approx today and intends to hit over 60% in the next 5 years

- Web Check-in
 - . Existing: SAA, Kenya Airways, Air Namibia, Air Mauritius
 - . Planned: Several

- Kiosk Check-in
 - . Existing: SAA, Kenya Airways, Air Namibia
 - . Planned: Several

- CUSS Kiosks at Airports
 - . Existing Airports: South Africa
 - . Planned Airports: Kenya, Ghana, Morocco and Tanzania

- The Mobile solutions remain largely untapped
 - . SAA is testing mobile applications today

Compelling reasons for Self Service

- Cost reduction
 - . GDS fees, travel agent commissions
 - . Reduction of ticket offices, re-deployment of staff
 - . Outsourcing+service delivery to the passenger!
 - . Operational efficiencies for the airline

- Improved customer service and passenger experience
 - . Empowering passengers, reduced queues and congestion at ticket offices and airports, faster/better service
 - . Competitiveness for the airline

- Revenue generation
 - . Expanded distribution channel
 - . Ancillary revenue from car/hotel/insurance/changes
 - . Growth for the airline