

ascend

Taking your airline to new heights

THE POWER OF PARTNERING

A Conversation with
Abdul Wahab Teffaha,
Secretary General
Arab Air Carriers
Organization.



Special Section

Airline Mergers and Consolidation



INSIDE

21

Carriers can quickly recover from irregular operations

46

Singapore Airlines makes aviation history

74

High-speed trains impact Europe's airlines

Virtually There

With the flux of passengers using wireless technology and mobile devices, airlines should leverage technology to make sure their customers receive up-to-date, real-time flight information.

■ By Bobby Thoms | *Ascend* Contributor

Keeping travelers up to date with necessary trip information is vital to a successful loyalty strategy. Today's online-savvy travelers are equipped with the latest wireless technology and mobile devices, and they expect immediate communication regarding their travel plans.

With Sabre® *Virtually There*® mobile services, an airline can provide personalized travel information to its most valued customers 24 hours a day, seven days a week. In addition to all the components of a traveler's itinerary, airlines can send real-time information about flight schedules, gate and terminal assignments, airport security checkpoint wait times, Mapquest® driving directions and maps, up-to-the-minute weather forecasts, and destination information. Additionally, travelers can e-mail their itineraries as well as sign up for

flight alert notifications and local city guide and restaurant information.

Expanded Reach

Virtually There mobile services enable airlines to connect with their customers throughout the entire trip, creating an enriched and differentiated experience. When the airline provides access to the *Virtually There* mobile services site, travelers recognize the value-added service that creates competitive differentiation, customer retention and satisfaction. Additionally, travelers enjoy increased convenience and efficiency and the ability to connect with other business colleagues, family and friends with respect to their personal travel plans and details delivered in real time via *Virtually There* mobile services.

Time Savings

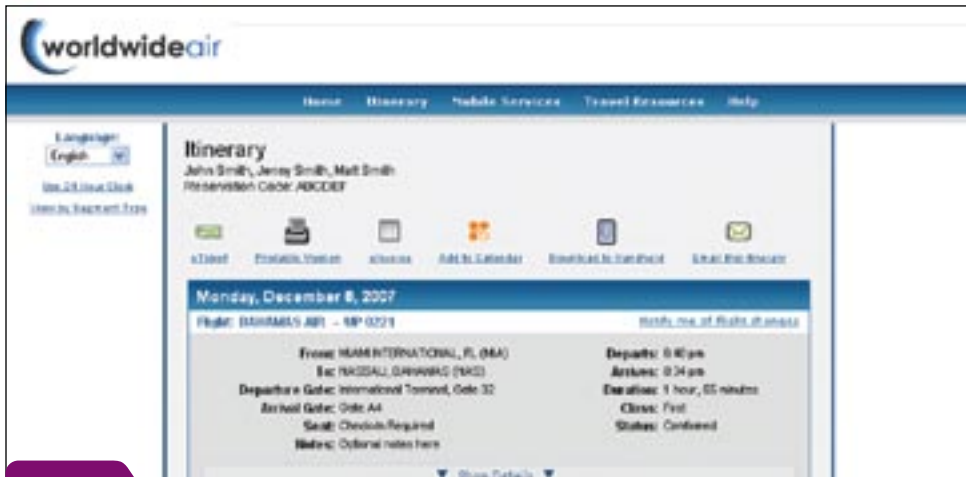
Virtually There mobile services deliver anytime, anywhere access to flight notification alerts. These services notify travelers if there are any interruptions with respect to flight delays, cancellations, terminal and gate changes and itinerary trip reminders. Notifications are specified based on traveler preference and can be delivered via SMS text message, e-mail or voicemail directly to the mobile device. As a result, customer service phone calls are reduced while enhancing a traveler's experience and satisfaction.

Mobile Site Benefits

Virtually There mobile services offer airlines several benefits, including:

- Reduced costs associated with delivering itinerary-related documents such as delivery charges,
- Reduced costs associated with providing post-booking information,
- Increased customer loyalty and traveler experience reach,
- Ensured travelers' personal information is secure and confidential.

Having the ability to contact customers about their itineraries and posting it to an updated mobile services site is one of many critical aspects of a customer loyalty strategy. The *Virtually There* mobile services site offers customers a sense of security while reducing costs for the airline. ■



Using advanced technology such as *Virtually There* mobile services, a carrier can offer round-the-clock tailored travel information to its most valued customers. Through the tool, airlines can send real-time information to passengers about schedule changes and gate assignments as well as their full itineraries.

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