PASSENGER EXPERIENCE

DESIGNED FOR

- Automatic border control system providers
- Electronic identity solution providers
- Biometrics
- CUSS kiosks
- e-Signature solution providers
- Airports

AREAS OF ACTIVITY & PASSENGER EXPERIENCE STRUCTURE
EXCLUSIVE ACCESS TO MEETINGS & WORK GROUPS

PASSENGER EXPERIENCE MANAGEMENT GROUP (PEMG)
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www.iata.org/whatwedo/workgroups/Pages/pemg.aspx

The Passenger Experience Management Group (PEMG) has been created to allow the industry to focus its efforts on standards and solutions aligned to the end to end passenger process. The PEMG will drive policy and strategy for the entire end-to-end Passenger Process as outlined above and is the executive body responsible for the Working Groups.

- The Fast Travel group focuses on a range of self-service options and development of global standards to facilitate global implementation of the six projects (check-in, bags ready to go, document check, flight rebooking, self-boarding and bag recovery).
- Technology areas such as Common Use Self-service and Common Use Passenger Processing Systems are covered by the Common Use Working Group.
- Passenger Facilitation focuses on areas such as passenger process, biometric recognition, digital identity Immigration and Customs as they pertain to the overall passenger experience.
- The Smart Security program aims to develop a more sustainable, efficient, and effective passenger screening process that strengthens security, increases operational efficiency, and improves the passenger experience.
- The biometrics group was established to explore the use of biometric data across the touch points of the passenger’s ground experience.

Joining the PEMG will provide Strategic Partners with a wider scope for products and solutions that meet a range of passenger process elements. To reflect the cross industry nature of Passenger Experience, PEMG, in addition to airline organisations IATA & Airlines for America (A4A), includes representation from Airports Council International (ACI), governments & vendors.

FAST TRAVEL WORK GROUP
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The Fast Travel Programme was created to drive projects that provide a range of self-service options to meet growing customer demands, continue to reduce industry costs, improve efficiency of airport infrastructure and enhance customer service.

The Fast Travel Programme currently covers six projects:
- Check-In: covering existing three self-service check-in channels (kiosk, web and mobile) with a special focus on Mobile Services and NFC technology.
- Bags Ready to Go: Self-Service Baggage Process including self-tagging and bag drop.
- Flight Re-Booking: Self-service irregular operations recovery.
- Self Boarding: Fully automated boarding gates and self-scanning options
The objective of the Fast Travel Working group is to develop global standards to facilitate global implementation for each of the covered area. The working group will:

- Develop sound business cases demonstrating industry wide cost savings for each project.
- Develop standards for each area of process.
- Liaise with other standard making bodies such as A4A and ACI.
- Encourage ‘harmonised’ implementation of these processes by developing relevant Recommended Practices and Implementation Guides.
- Engage with regulatory bodies such as the TSA and EU Commission

Suppliers with solutions linking to Passenger Experience Process Steps 3-4-5-6-8-10-11 and 13 should join this group

COMMON USE WORKING GROUP (CUWG)
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The CUWG has been created, as a joint A4A/IATA body, to develop industry standards in three specific areas pertaining to common use: Self-service standards specifically relating to common use kiosks, overall common use passenger processing systems standards in the area of platform architecture and standardized exchange through the use of web services technology. The Group will liaise with other industry groups as appropriate, including Airport Council International (ACI). The objectives of the group are:

- Develop process and technical standards
- Develop implementation guides that reflect best practice
- Drive technical and process innovation in the area of common use systems
- Recommend to the industry via the IATA/A4A Joint Passenger Services Conference all such standards

Payment Card Industry Data Security Standards (PCI DSS)
Implementing these standards is a mandate from the Card Brands (Visa, MasterCard, American Express, JCB and Discover). The airlines, as merchant of record, have the responsibility to monitor PCI compliance of their providers (Travel Agents, GDS, Airports, etc.) who handle payment card data on their behalf.

As part of the CUWG, the PCI Solution Group e CUWG is assisting airlines in achieving compliance in the following areas by:

- Developing standards/solutions for the use of payment card data in a common use/shared environment for identification purposes and for accepting card payments, compliant with PCI and EMV Chip & PIN, for the sale of ancillary services.
- Developing/maintaining of a responsibility matrix for achieving and maintaining PCI compliance at airports.

Bar Coded Boarding Pass (BCBP)
The BCBP project was formally closed at the end of 2010 following successful delivery. To ensure maintenance of the standard, the BCBP sub-group will report into the CUWG. The sub-group will meet on an ad-hoc basis as maintenance issues and new requirements arise.

Suppliers with solutions linking to Passenger Experience Process Steps 3-4-5-6-10 and 13 should join this group

PASSENGER FACILITATION WORK GROUP
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IATA has realised the value of integrating airline operations with the operations of connected stakeholders such as airports and governments with the aim of providing a seamless journey for the passenger. This group will look at how processes can be linked across stakeholder environments for the entire end-to-end passenger journey; through development and harmonisation of standards, technology and policy.

The Passenger Facilitation Program currently covers:

SINGLE TOKEN

- This initiative aims to reduce repetitive identity checks and create a seamless flow through the use and reuse of a biometric token. The Single Token is created during the enrolment process at the airport after identity check and is then reuse through biometric identification.
- Identify best practices in terms of introducing biometric capture at various passenger touchpoints.
- Develop a process flow based on biometric data recognition
- Improve wait time reduction, operational efficiency and increase non-aeronautical revenues
● Enhance the overall passenger experience by allowing a paper free process

**AUTOMATED BORDER CONTROL**

● Improve border crossing through the promotion of automated border control in order to support passenger growth and reduce waiting times without compromising security.
● Promote interoperability through bilateral/multilateral agreements and International Registered Traveller Programs
● Improve travel experience and overall cost effectiveness through the integration of other risk based facilitation initiatives

**ONE IDENTITY**

● Look at the evolution of mobile identity and assess the steps needed to develop verified digital passports
● Work on the various streams necessary to enable the introduction of digital identity incl. a trust framework, data privacy, technology, process model etc.
● Identify the regulatory obstacles and work with the regulator to enable sustainable use of digital identity

The objective of the Passenger Facilitation Working group is to develop global standards to facilitate global implementation for each of the covered area. The working group will:

● Develop sound business cases demonstrating industry wide cost savings for each project.
● Develop standards for each area of process
● Liaise with other standard making bodies such as ICAO (International Civil Aviation Organization) and WCO (World Customs Organization)
● Liaise with other international organizations such as ACI
● Work closely with other IATA WG and departments
● Encourage ‘harmonised’ implementation of these processes by developing relevant Recommended Practices and Implementation Guides.

*Suppliers with solutions linking to Passenger Experience Process Steps 1-5-7-12 and 14 should join this group*

**BIOMETRICS**

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Suppliers with solutions related to the use of Biometrics should contact Céline Canu.

**ADDITIONAL STRATEGIC PARTNERSHIPS’ BENEFITS**

**BRANDING**

● Recognition as a valuable supporter of IATA and the air transport industry
● Inclusion in the IATA Strategic Partnerships online directory
● Exclusive usage of the IATA Strategic Partnerships logo
● Promotion through the electronic quarterly newsletter, the Partner Brief, viewed by thousands of aviation industry contacts
● Monthly posting of Strategic Partners’ press releases on the IATA website

**IATA CLEARING HOUSE DISCOUNT**

Strategic Partners receive a substantial discount upon joining the IATA Clearing House:

The IATA Clearing House (ICH) provides the means to settle all the billed items sent to and from airlines around the world. Used by more than 400 airlines either directly or via special links, the ICH settles around USD 50 billion of interline billings every year. Its efficiency is so great that airline cash and settlement requirements are reduced by around 75%, and risks for all participants are minimized.

[http://www.iata.org/services/finance/clearinghouse/Pages/index.aspx](http://www.iata.org/services/finance/clearinghouse/Pages/index.aspx)

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**COURSES**

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