# AT THE FORFRONT OF DIGITAL IDENTITY

WPS 2023

## THE IMPORTANCE OF DIGITAL IDENTITY

## 1. BUILDING TRUST

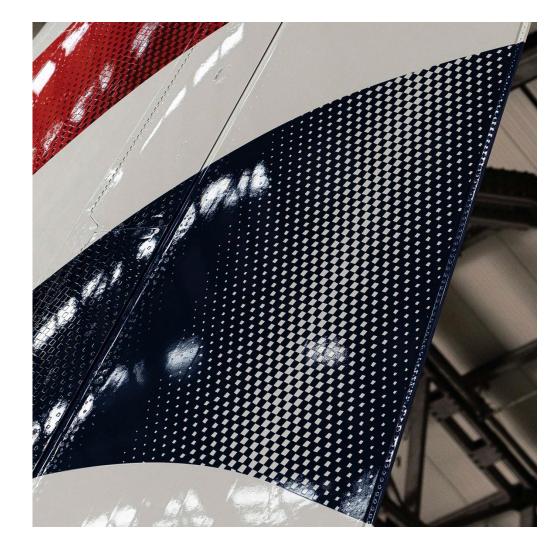
Digital identity allows airlines to establish a secure and reliable connection with their customers, enhancing trust and loyalty. They decide what and when to share information.

## 2. PERSONALISATION

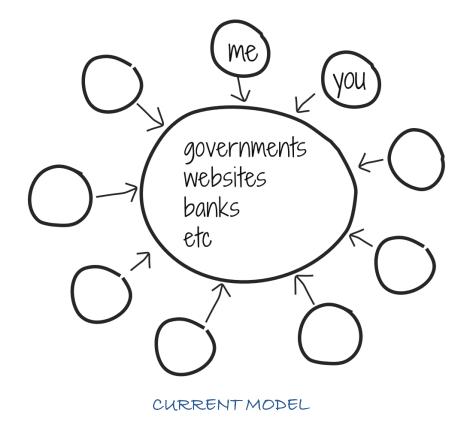
Digital identity enables tailored experiences, offering passengers personalised services that cater to their preferences and needs.

### 3. STREAMLINE SERVICES

Efficient digital identity management simplifies the check-in process, boarding, and enhances the overall passenger journey.



# CHANGE IN PARADIGM



bank government facebook doctor friends

HUMAN-CENTRIC IDENTITY

ONFIDENTIAL

## END TO END SEAMLESS JOURNEY







# **Data**

A way to store and share my data with everyone who needs access it safely





# Identity Processing

Seamless registration, Biometrics, Omnichannel integration, Credentials





# **Trusted frameworks**

Work out the new rules of the game, including who is liable for what

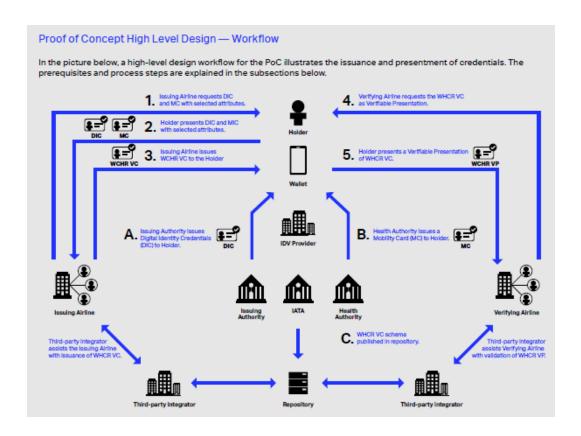
Airlines are in a unique position

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## THE IMPORTANCE OF OPEN INNOVATION



#### 2022 IATA PoC



### **2023 BA PoC**



Katie books directly on the British Airways website. When prompted to, she will enter her Access Key VC after point of sale (assumes Katie's first booking)



Katie has already downloaded her VC from Access Key to a digital wallet. BA.com provides link post-sale to submit Access Key VC



BA verify the WCHC VC in the backend with Access Key. Katie selectively picks which attributes of the VC to share - Wheelchair dimensions etc.



The credential is time limited; mobility requirements will be added to BA account and stored for as long as dictated on the VC



Booking is complete and the credential is added to the customer's PNR, with the correct assistance code





Katie books a second separate flight with another IAG airline with the same VC but on a separate PNR



IAG airline verifies the credential with the Access Key app in the background



receives a push notification to confirming booking



## NEXT STEPS

British Airways became the first UK airline to trial the use of biometric technology for international flights, enabling customers taking part in the trial to travel through the airport 'smartly' without having to show their passport.

British Airways will now test interoperability across various airports and technologies to ensure that we achieve our goal of providing our customers with a completely seamless travel experience.

Our next trial will aim to achieve interoperability across various technologies, with the assistance of our sister airline, Aer Lingus. This collaboration will also cover interline scenarios.



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