



Customer Experience & Facilitation

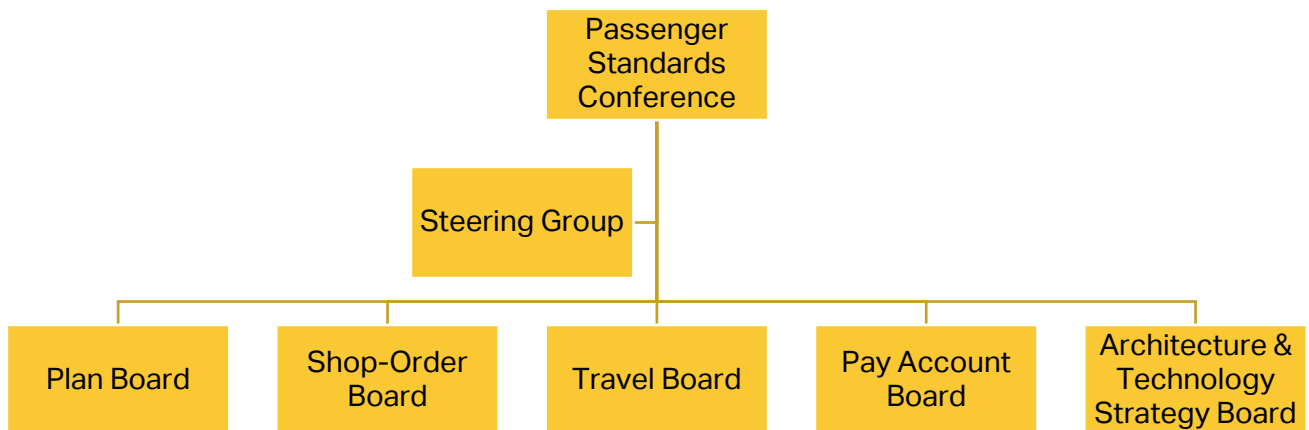
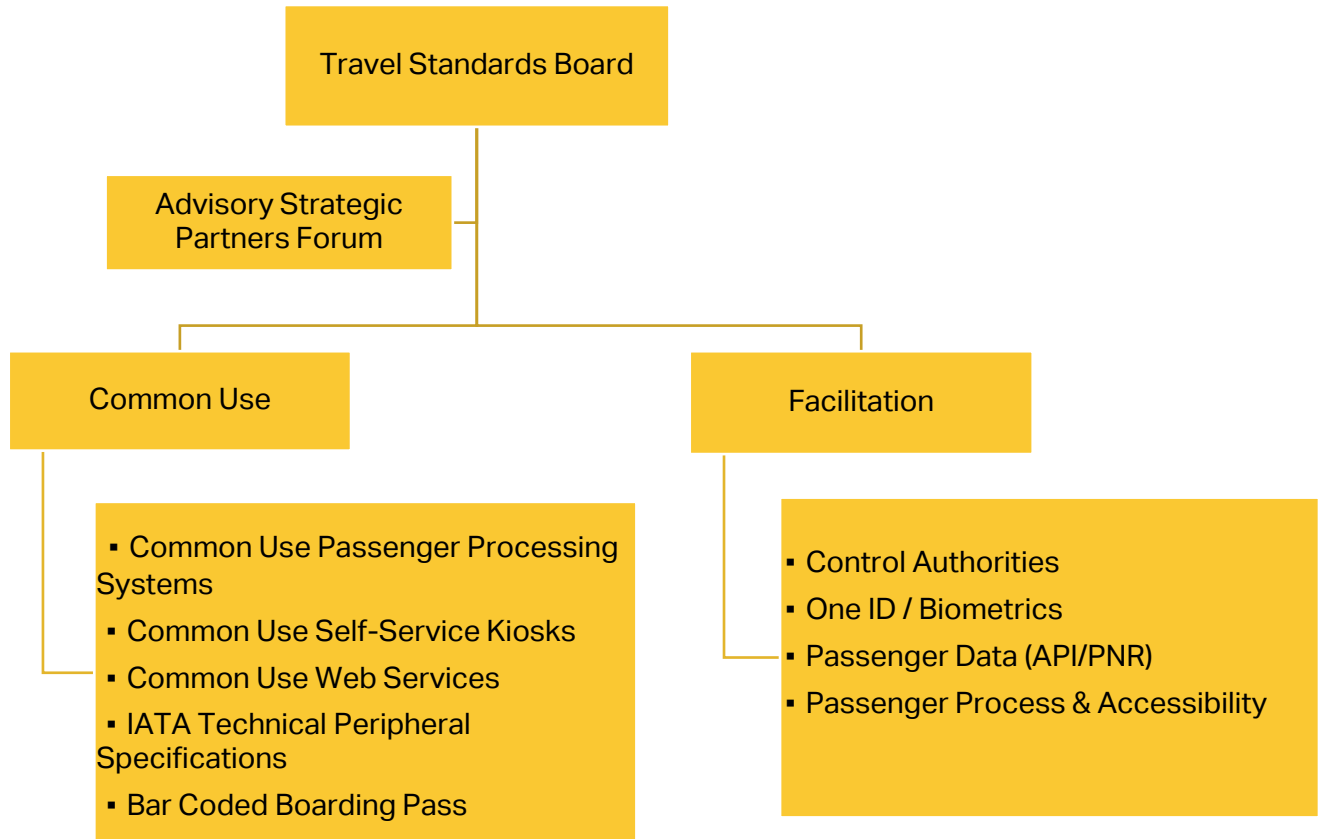
The Customer Experience & Facilitation area of involvement focuses its activities and efforts on standards and solutions aligned to the end-to-end passenger process. It is managed by IATA's Director for Infrastructure and Customer Experience, Ms. Andrea Waechtershaeuser, and is opened to IATA members, Airports, Strategic Partners, Industry Stakeholders, Industry Associations and Governments.

The Customer Experience activities sit under the Travel Standards Board¹ which manages the development of standards concerning any interaction between airlines and any other partners involved in the delivery of a product or service to a customer. Two main areas support the Travel Board's work:

- Technology areas such as Common Use Self Service kiosks, Common Use Passenger Processing Systems and Common Use Web services are covered by the Common Use Group.
- The Facilitation Areas which focus on areas of the passenger journey related to border control management, digital identity management, use of biometrics across touchpoints (One ID), passenger data (API/PNR), contactless travel, passenger accessibility and other areas of compliance with Immigration and Customs regulations.

¹ The Travel Standards Board is one of the 5 Boards in the Passenger Services Conference. Membership is restricted to airlines only. The work of the TSB includes but is not limited to passenger experience, passenger airport processes, departure management activities, and the relationship between airlines and government agencies controlling facilitation or receiving passenger information. This also includes operational processes supporting the delivery of passenger services, ground handling and airport handling standards, airside safety and baggage handling

Areas of Activity & Customer Experience Structure





Customer Experience Work Activities

Designed for participants from:

- Automatic border control system providers
- Digital identity management
- Biometrics solution providers
- Airline software solutions providers (PPS, DCS, GDS...)
- Common Use solutions providers (CUSS, CUPPS...)
- Self-service providers
- Airlines / Airports / Governments

Exclusive Access to Meetings & Work Groups

COMMON USE GROUP (CUG)

CONTACT

Ms. Louise Cole
Head, Customer Experience and Facilitation
colel@iata.org

The CUG has been created 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 data 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 to:

- ✓ develop process and technical standards
- ✓ develop implementation guides that reflect best practices
- ✓ drive technical and process innovation in the area of common use systems
- ✓ recommend all such standards to the industry via the IATA/A4A Joint Passenger Services Conference

COMMON USE SELF-SERVICE Technical Solution Group (CUSS-TSG)

The CUSS-TSG is responsible for RP1706c and also for the maintenance of its Technical Specifications publication. This Technical Solution Group reports into the CUG.

COMMON USE PASSENGER PROCESSING SYSTEMS Technical Solution Group (CUPPS-TSG)

The CUPPS-TSG is responsible for RP1797 and also for the maintenance of its Technical Specifications publication. CUPPS describes the range of services, specifications, and standards enacted to enable multiple airlines, service providers to share physical check-in or gate podium positions (either simultaneously or consecutively).

COMMON USE WEB SERVICES Technical Solution Group (CUWS-TSG)

The purpose of this Technical Solution Group is to standardize data exchange through the use of web services technology. With the evolution of biometric, the CUWS team is currently working on delivering a new set of Passenger Access Management Services throughout touchpoints, supporting standardize data exchange between each touch point and the host system.

IATA TECHNICAL PERIPHERAL SPECIFICATIONS Technical Solution Group (ITPS-TSG)

The ITPS-TSG is responsible for the maintenance of the specification that describes all exchanges of Departure Control Systems (DCS) to device communication and all device responses supporting Boarding Pass Printer (ATB), Baggage Tag Printers (BTP), Boarding Gate Readers and Self-Boarding Gates (BGR and E-Gates), SBD (Self-Baggage Drop) and SD (Scale Device).



FACILITATION GROUP (FG)

CONTACT

Ms. Louise Cole
Head, Customer Experience and Facilitation
colel@iata.org

IATA has realized the value of integrating airline operations with the those 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 harmonization of standards, technology and policy. A special focus is given to border control management, digital identity management, use of biometrics across the touchpoints, passenger data (API/PNR) and other areas of compliance with Immigration and Customs regulations.

There are currently several groups that sit under the Facilitation Group: the PAXLST & PNRGOV Sub-groups, the Passenger Accessibility Process task force (PAPTF), the One ID task force and the Disruption Management task force.

PAXLST & PNRGOV Sub-Groups

CONTACT

Mr. Ilker Duzgoren
Senior Manager Passenger Data Exchange
duzgoreni@iata.org

The primary role of the PAXLST Working Group is to maintain the IATA version of the PAXLST message and associated standard message formats used to exchange Advance Passenger Information (API) between airlines and governments in accordance with changes adopted by the WCO/IATA/ICAO API-PNR Contact Committee. The PNRGOV Working Group defines business requirements, manages change requests and

maintains the implementation guides for EDIFACT and XML messages for Passenger Name Record (PNR) data which is transmitted to governments by airlines.

PASSENGER ACCESSIBILITY PROCESS Task Force (PAPTF)

CONTACT

Ms. Louise Cole
Head, Customer Experience and Facilitation
colel@iata.org

In order to support the IATA strategy regarding industry accessibility, the Facilitation team has set up a task force to define the optimum process as well as review standards and procedures for those passengers who need special assistance.

ONE ID Task Force

CONTACT

Ms. Kelly-Anne Frenette
Senior Manager Passenger Process
frenettek@iata.org

The One ID initiative aims to introduce a streamlined, friction-free and passenger centric process that allows an individual to assert their identity, online or in person, to the required level at every process step while maintaining privacy of personal data, thus removing repetitive processes of travel tokens (boarding passes, passports, etc.) being presented by the passenger to many different stakeholders for different purposes across the end-to-end passenger experience.

Access to the One ID passenger data (biometrics and biographic data) is based on applicable privacy and data protection regulations and is controlled (need-to-know and authorized-to-know basis).

The One ID initiative will be supported by the creation of a Trusted Digital Identity with the identification



through biometric recognition systems, with mobile technologies, with data security and with other technological advancements.

The One ID task force works toward the standardization and harmonization of frameworks, processes, data model, and data interchange protocol to expedite and maximize the benefits for all.

CONTROL AUTHORITIES WORKING GROUP

CONTACT

Ms. Karine Boulet-Gaudreault
Senior Manager Passenger Facilitation
bouletk@iata.org

The IATA Control Authorities Working Group (CAWG) was established in 1987 and it falls under the Passenger Facilitation Working Group (PFWG). The CAWG provides strategic direction and leadership for integrated border management and aviation facilitation matters. The positions and material developed by the CAWG is the outcome of collaborative working arrangements between governments and the airline industry to find mutually acceptable solutions for border management.

Some positions and working papers presented by IATA to ICAO that are the result of the work of the CAWG present the benefit of being a balanced perspective between the needs and limitations of both airlines and control authorities.

The CAWG currently work on topics such as API data quality, travel authorizations, API non-standard requirements, iAPI best practice, etc. The meetings of the CAWG are limited to its members only.

MONTHLY FACILITATION EXCHANGE CALL & Networking opportunities

CONTACT

Mr. Ilker Duzgoren
Senior Manager Passenger Data Exchange
duzgoreni@iata.org

This interactive, monthly call keeps the Facilitation community abreast of recent global developments and updates and provides on related to Facilitation policies, implementation of passenger data exchange programs, capacity building activities. It also provides an overview of IATA's recent regional activities and engagement on these topics. The call is attended by International Organizations, Airlines, Airports and Strategic Partners. IATA, subject matter experts and Regional Managers are present to provide the most accurate input possible. Participants are invited to provide their input and communicate on issues that require attention.

The call follows an informal format in which the audience is invited to provide their point of view, communicate specific issues requiring attention.

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

Industry Events & Exhibitions

Strategic Partners may, at discounted rates, exhibit at/or attend IATA's Conferences & Exhibitions. Our events bring together key industry representatives



for conferences, seminars and workshops, to discuss industry issues.

Visit our Web site to stay informed of upcoming events.

<https://www.iata.org/en/events/>

Publications

Partners may purchase publications at a preferential rate.

<https://www.iata.org/en/publications/>

Courses

Strategic Partners may attend, at a reduced fee, IATA training courses.

Strategic Partners may receive 55% discount on the first 2 seats per year to any IATA classroom course (subject to availability).

<https://www.iata.org/en/training/>