

## Air France-KLM aims to bring a personal touch to passenger processing

### Key Points

- iServe concept blends with the self-service 'airport of the future'
- Agents with tablets would assist passengers at the airport who have already checked in at home
- iServe would also offer value-added services to Air France-KLM premium-class passengers

### Frits Njio

Air France-KLM (AF-KLM) is working on a project called iServe to provide passengers with improved personal ground services via the use of iPad applications.

The apps will be developed later this year before iServe is introduced at 205 AF-KLM stations. A pilot programme will then be carried out at two airports, Paris Charles de Gaulle and Amsterdam Schiphol.



The iServe vision from Air France-KLM. (AF-KLM)

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In its vision for air travel in the year 2025, AF-KLM states that all passengers would arrive at airports having already checked in at home. Baggage would be pre-tagged and a simple bag drop offered at a number of locations. Airport security would be streamlined and border control automated, with passengers using e-passports. Automated boarding of the aircraft would occur at



the gates.

"The self-service airport does not mean no service," said Tjerk Heukelom, senior manager for projects at AF-KLM. He believes that check-in kiosks will be removed at airports from 2025, and highly trained customer service agents (iAgents) will roam the floor with tablet computers instead. Virtual assistants, robots, and off-site agents (through video conferencing) will also be available. The iAgents would pass information to passengers via messages to their mobile devices. Instead of queuing for check-in desks or grappling with kiosks, passengers would receive a more friendly and personal service.

Through iServe, a service agent does not need a desk, Heukelom explained. "The so-called floorwalker at check-in areas will become the most qualified service agent." Equipped with an iPad tablet, the agent would check passenger's data, repair ticket links, perform minor name changes, and be able to rebook or reseat the passenger in the event of disruption or delay. Additionally, upgrades would be carried out and paid for by credit card on-site.

The iServe vision includes special services for members of Skyteam's SkyPriority programme, including baggage pick-up and drop-off at home. Premium passengers would be assisted through the terminal by tablet-equipped agents.

Boarding passes could be reprinted remotely or re-sent to a kiosk. Simultaneously, the duty manager would remotely monitor check-in and boarding processes. Baggage tags will become self-adhesive, home-printed, or permanent for frequent travellers. This iTag concept is designed to simplify and accelerate baggage drop-off and boarding. It would also improve documentation checks, while increasing revenue from ancillary services, such as priority boarding and upgrades from economy to business and first classes by showing the actual seating plans of the flight.

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