Reinventing the Passenger Experience

While leisure travelers may well be anxious about their upcoming holiday travels, a combination of customer-first thinking and technological creativity has led to airports and airlines increasing touch points and holistically reinventing the passenger experience.

Some of the improvements undertaken in the last few years include:

- Easy access to in-flight services (ie. connectivity, live television, meals, etc.) on airline apps
- Expedited boarding via TSA pre-check and status member security lines
- iPad access for ordering food and shopping in the airport
- Biometric boarding passes
- Live television and connectivity on many flights

Other improvements remain right around the corner...

Resolving and reducing the bottlenecks discussed above is crucial to the holistic improvement of the travel experience, but so is continued improvement in passenger connectivity. All travelers want to be fully connected throughout their travel experience.

Unfortunately, this isn’t possible in the current connectivity environment. From the office or house, travelers experience multiple changes in connectivity, rarely giving them the opportunity to be fully connected in a way that allows access to virtual private networks (VPNs) or streaming video content.

The next step is for airports and airlines (and potentially data providers) to work together to ensure more bandwidth/connectivity from the moment a passenger enters the departure airport to the time they leave the arrival airport.

Of course, taking a more holistic approach to travel requires recognition by top level management that enriching the passenger experience is a priority and doing so allows companies to collect and analyze data and use technology in more creative ways. To do so requires identifying current gaps in the customer experience and data governance, as well as exploring how new partnerships and acquisitions can improve service.

So to all you holiday travelers out there, have a happy holiday season and enjoy your trip!

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