AIRSHIP

Delight Your Passengers with Airship's Mobile Boarding Passes

The way your airline handles boarding passes is one of the key experiences that shapes a passenger's perception of your brand. By offering boarding passes in Mobile Wallet, airlines have a chance to give passengers exactly what they want: easy to download, easy to access boarding passes that automagically update anytime gates, times or other key travel information changes.

DITCH STATIC BOARDING PASSES

Static boarding passes — whether they're on paper or in your app — don't deliver a great customer experience. With Mobile Wallet, boarding passes can be updated continuously, and they can notify passengers with lockscreen push notifications when there are changes to their itinerary.
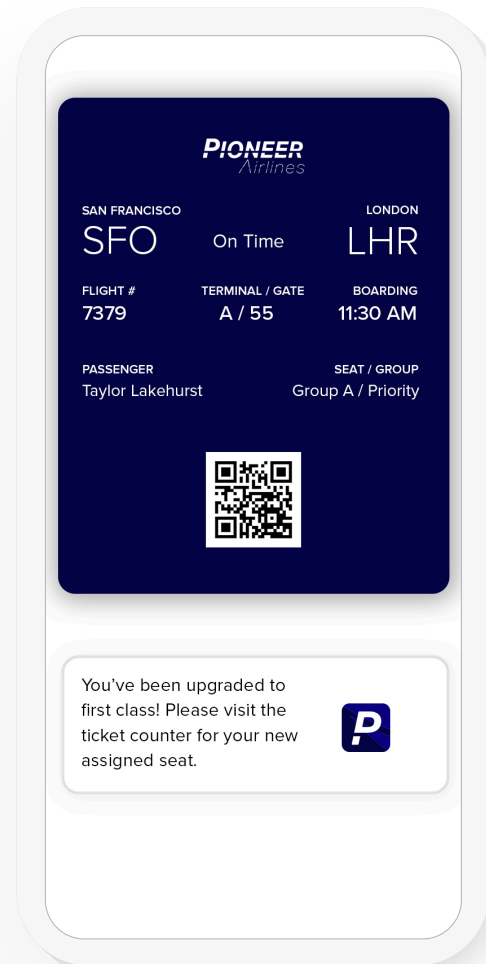
INTEGRATE SEAMLESSLY WITH LEGACY SYSTEMS

Our experienced team can help you integrate mobile boarding passes with any of your legacy information systems so you and your passengers can have up-to-the-minute information delivered to and updated within Mobile Wallet boarding passes.

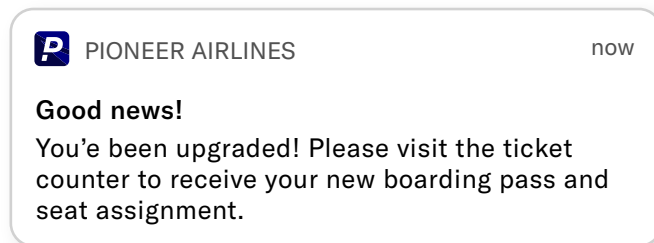## REMOVE HASSLES & DELAYS CAUSED BY PASSENGER CONNECTIVITY ISSUES

Mobile Wallet passes don't require an internet connection to work. Once a pass is downloaded to a passenger's phone, it's stored natively. That means

passengers avoid the embarrassment and the hassle of not being able to present their boarding pass in the security line or at the gate. It also saves you time and delays associated with boarding passes that don't work in the moment of truth.

PIONEER *Airlines*

SAN FRANCISCO		LONDON
SFO	On Time	LHR

FLIGHT #	TERMINAL / GATE	BOARDING
7379	A / 55	11:30 AM

PASSENGER	SEAT / GROUP
Taylor Lakehurst	Group A / Priority

You've been upgraded to first class! Please visit the ticket counter for your new assigned seat.

EASILY DELIVER PERSONALIZED PASSES WITH ONE LINK — ON APPLE AND ANDROID DEVICES

Our Adaptive Links™ solution takes all of the complexity — and custom development — out of delivering personalized mobile boarding passes across device types. Send our Adaptive Link URL via email, SMS, in your app, or on any other channel, and passengers receive a personalized pass they can easily save straight into their Mobile Wallet.

> **P** PIONEER AIRLINES   now
>
> **Good news!**
> You'e been upgraded! Please visit the ticket counter to receive your new boarding pass and seat assignment.

A MOBILE EXPERIENCE THAT COMPLEMENTS YOUR APP

According to Google research, as few as 23% of passengers have the app for the travel brands they use the most. So if you're only delivering a boarding pass experience in and through your app, you're missing an opportunity to connect with the majority of your passengers. Using Mobile Wallet, you can reach your passengers who have your app — and those who don't — using the best of both channels.

Mobile Wallet passes also give you opportunities to cross-promote your app right from a wallet pass, incentivizing passengers to take the step to download.

PROACTIVE BOARDING PASS PRESENTATION REDUCES TAPS FOR BETTER CX

Mobile Wallet boarding passes are location-aware. That means you can create an incredible experience for passengers: as they approach the airport, a

notification appears on their lock screen reminding them that they are checked in. When they reach security, they can simply tap on this notification to access the boarding pass instead of having to unlock their phones, find the wallet app, and then find their boarding pass. You can send notifications to alert passengers about itinerary changes.

RELY ON OUR SECURITY & SCALE

Airship Adaptive Links™ provide added security for boarding passes. And, last year, we delivered nearly 3 million Mobile Wallet boarding passes, which had a 100% install rate. With our experience, security and scale, you can be confident that your passengers will have a seamless boarding pass experience.

GET YOUR PASSENGERS TO THE GATE QUICKLY AND SEAMLESSLY

Mobile Wallet boarding passes stay in your passengers' Mobile Wallets, so they don't get lost. Passengers can access them with or without a reliable data or WiFi connection. Mobile Wallet boarding passes can always display the correct gate information and departure times coming from your backend systems.

So what are you waiting for?

> **CONTACT US:** Learn more about how Airship mobile boarding passes deliver a fantastic day-of-travel experience for your passengers.
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