Alaska Airlines has integrated Scandit barcode scanning and text recognition (OCR) into iPad Minis used by gate agents, so they can scan passengers’ boarding passes and passports away from the boarding gate to facilitate efficient flight boarding.

Alaska Airlines is an international airline based in Seattle, USA serving more than 47 million customers annually. The airline’s 23,000 employees operate more than 1,200 flights per day on a route system spanning more than 115 destinations in 4 countries. For the 11th consecutive year, Alaska Airlines has been recognized as the highest ranked airline in customer satisfaction among traditional carriers, in the J.D. Power 2018 North America Airline Satisfaction Study. The company believes their ongoing success will rely on being at the leading edge of innovation and delivering superior customer service. A core element of their digital transformation strategy is to introduce mobility to customer services and operations.

5,000 check-in and gate agents now use mobile devices to scan passports and boarding passes and get flyers quickly and painlessly from the departure concourse to their seat on the aircraft.

Goal: upgrade critical customer-facing processes by going mobile

Alaska Airlines was working with dedicated scanners at boarding gates, devices that only performed barcode scanning. "The old boarding solution required us to use a scanner, a monitor, PCs and a podium at the gate to facilitate boarding," said Francis Brown, Product Manager at Alaska Airlines. All this hardware was costly to purchase and maintain and tied gate agents to one location with the associated queues and crowds.

Alaska Airlines believed that investing in digital transformation to introduce mobile operations, would pay off in terms of customer experience, efficiency and cost-reduction. They wanted to make the transition to mobile airport operations.

The old boarding solution required us to use a scanner, a monitor, PCs and an expensive podium at the gate to facilitate boarding. Enabling our agents to be mobile gives a great customer experience to our guests.

Francis Brown
Product Manager, Alaska Airlines
Scandit provided a level of scanning performance that was hard to match with the open source software. We wanted the best scanner at the boarding door because any lag in scanning can be an infuriating experience for the agents and the guests. We tested different scanning solutions in multiple environments and Scandit consistently came out on top.

Alaska Airlines’ principal goal is to provide safe, reliable transportation for a reasonable price along with the caring, friendly and professional service for which they are known. Their new mobile app enables agents to provide a hassle-free boarding process and to complete customer service workflows much more efficiently.

Scandit continues to provide maintenance and development to Alaska Airlines. “We’ve now identified more workflows where we could use Scandit computer vision-based technology,” says Brown.

If we need to change gates, we can just walk over with our iPads. If there is a guest that needs special assistance before boarding, we can provide customer service beside them instead of having them come to the podium.

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Want to learn more about how Scandit can help streamline your business processes?

Contact one of our team members:
www.scandit.com/contact

Schedule a Demo:
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