



NCR Survey: Passengers Seeking Technology to Make Travel Easier

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DULUTH, Ga.--(BUSINESS WIRE)--Apr. 8, 2013-- [NCR Corporation](#) (NYSE: NCR) today announced the results of its global study, the 2013 NCR Traveler Experience Survey, that shows travelers are increasingly looking to use technology that makes their travel experiences easier and more convenient. The research shows this is especially the case for everyday tasks like checking bags, securing early boarding and finding and booking alternate flights.

Highlights of the survey include:

- Self-bag tag: 28 percent of respondents said they were frustrated by having to wait in line to check a bag after checking in online or via mobile, and almost 19 percent decided not to check a bag because of the anticipated delay. More than eight in 10 said they would print their own bag tags to avoid having to wait in line for an agent.
- Coupons and promotions: 49 percent of respondents said they would be more likely to make a purchase at an airport if they received a coupon on the back of their boarding pass; 39 percent as part of their mobile boarding pass; and 29 percent through airport digital signage.
- Reaccommodation: 66 percent of respondents said they had experienced delayed or cancelled flights and 44 percent had to wait over an hour to be rebooked. 77 percent would like the opportunity to search for and book their own alternate flight via mobile phone or kiosk in the terminal, rather than wait in line for an agent.
- Merchandising: 21 percent of survey respondents have had to check carry-on bags because overhead bins were full, and 19 percent wanted a blanket or snack but there were none left to purchase. 51 percent said they'd be willing to pay a nominal fee at a gate-side kiosk for priority boarding to avoid having to check bags at the last minute.

"The appetite for technology solutions that make everyday easier continues to grow," said NCR Travel Vice President and General Manager Tyler Craig. "Airports and airlines are exploring innovative ways to make a significant impact on check-in times and passenger satisfaction as well as solve other business challenges such as processing baggage and driving incremental revenue."

The [2013 NCR Traveler Experience Survey](#) is an online survey of approximately 5,000 adult consumers in the United States, the United Kingdom, the United Arab Emirates, China and Brazil. It was conducted early this year by market research firms ORC International and Dimensions Research and Marketing Consultancy.

For more information about this survey, please click [here](#) or visit the NCR booth, No. 1160, during Passenger Terminal Expo in Geneva, Switzerland, April 9 to 11.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, hospitality, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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