



Research Shows Consumers Want Greater Access to Self-Service for Add-Ons While Traveling

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82 percent more likely to use travel companies that offer the ability to conduct transactions online, via mobile device and at a self-service kiosk

DAYTON, Ohio--(BUSINESS WIRE)--Mar. 24, 2009-- While a challenging economy has many consumers looking for low-cost, no frills fares, travelers also want the flexibility to perform additional transactions through self-service channels after booking, according to a survey conducted by Buzzback Market Research for NCR Corporation (NYSE: NCR).

Though consumers have become accustomed to checking in at a self-service kiosk upon arrival at the airport, nearly one in three respondents indicate they'd like the flexibility to do more at the device, such as upgrade, make seat changes and purchase in-flight meals (28 percent). An even greater number (35 percent) would like to be able to check into their hotel or secure their car rental.

"Consumers have embraced the time-saving convenience of serving themselves," said Tania Ladic, NCR vice president, Travel Industry Marketing. "Our customers see up to 90 percent of check-in processed through self-service. There is an opportunity for airlines to improve customer satisfaction and drive ancillary revenue by further accommodating passenger needs."

The research reveals a clear connection between self-service and passenger preference, with 82 percent of respondents indicating they are more likely to choose a travel company that allows them to interact easily via kiosk, online and mobile self-service channels.

Greater use of mobility, such as the use of mobile boarding passes, is welcomed by consumers. Thirty-three percent said they would like to receive boarding passes on their mobile devices. Many airlines are currently piloting this technology.

According to the International Air Transport Association (IATA), the use of bar coded boarding passes is likely to impact airline operations as much as customer loyalty. "We expect bar-coded boarding passes will deliver annual savings of \$1.5 billion to the airline industry," said IATA Bar Coded Boarding Pass (BCBP) Project Manager Eric Leopold. IATA has set an industry objective of 100% BCBP compliance by 2010.

The research, published annually, was conducted between December 2008 and January 2009. Results reflect input from 8,447 respondents in 16 countries and 6 regions. All respondents were at least 18 years of age.

About NCR Corporation

[NCR Corporation](#) (NYSE: NCR) is a global technology company and leader in automated teller machines, self-checkouts and other self- and assisted-service solutions, serving customers in more than 100 countries. NCR's software, hardware, consulting and support services help organizations in retail, financial, travel, healthcare and other industries interact with consumers across multiple channels.

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Source: NCR Corporation

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