

The Fate of Airport Customer Service Isn't Terminal

Elevate the Passenger Experience with a Single, Unified Biometric Key

Flying used to be an escape for passengers, a brief glimpse into luxury living. Now, air travel is marred by long lines, time-consuming security checks, and constant stress. Airport personnel and passengers know that security is the most important consideration when traveling. However, these necessary security checks waste precious passenger time and impact airports' bottom lines.

But passenger comfort and security *can* coexist. Facial recognition systems can enhance airport security, while simultaneously increasing traveler ease, streamlining operations, and boosting the bottom line.

Facial Recognition will Enhance Passenger Journey

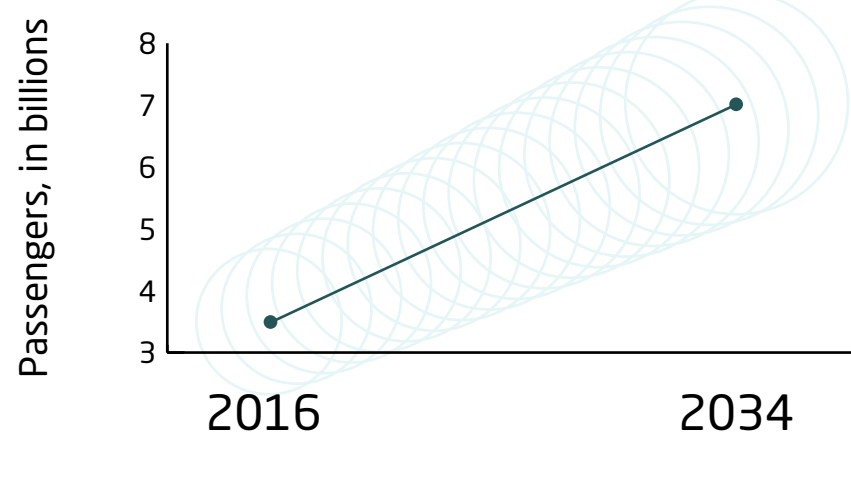
Air travel is increasing exponentially, and travelers expect airport technology to keep up.

64%

of surveyed passengers prefer a biometric interface for as many travel activities as possible.²

Facial recognition systems can improve security and provide convenience at many travel touch points, enhancing the overall passenger experience.

Projected global air travel growth¹



Check-in and bag drop

Travelers prefer using self-service kiosks and online check-in options to avoid waiting in long lines and get to their destination quicker.³

Facial recognition systems make airport check-in and bag check frictionless for today's modern traveler by eliminating ID verification at the gate and matching passengers to their tickets. This leads to faster boarding processes, on-time departures, and fewer airline staff members needed to get travelers on their way.

59%

of passengers still check-in at the main airline counter.³

Security checkpoint

Passengers often reach peak frustration at the security checkpoint, but airport officials know this remains the most crucial step in the process.

Use of facial recognition allows travelers to move through security checkpoints more quickly and with less friction, which significantly reduces travel stress.

Advanced queue management and analytics will help officials load balance resources and advise travelers of alternative routes.

Some airport checkpoints see up to

40-minute wait times.⁴

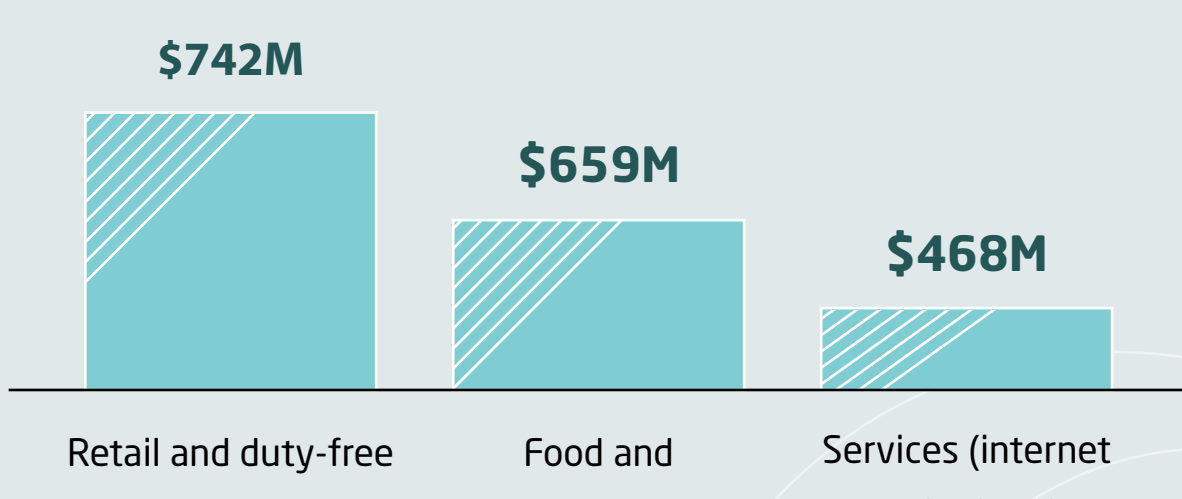
In-airport services

Facial recognition systems turn time in the terminal into fun by creating immersive experiences before they get to the gate. Now travelers can enjoy the convenience of seamless payments and effortless lounge check-in by simply using their face. Airlines and retailers can get to know their customers better through opt-in, face-based loyalty programs that track past purchases and shopper preferences to deliver exceptional customer service.

75 minutes

Average traveler time spent in large airport terminals in 2015⁵

Shopping at airport concessions, 2015⁵



Boarding process

The efficiency and accuracy of facial recognition eliminates boarding passes and offers **simple, frictionless boarding** for passengers. If required, biometrics can also confirm identity of the traveler to government officials, meeting national security mandates.

Customs and immigration

International travel requires yet another document check and entry process that leads to long lines at immigration and customs.

10-25 min

Average customs wait time when entering the United States⁶

With pre-arrival self registration and advanced knowledge of passenger arrivals by government officials, facial recognition can offer **smart immigration clearance and entry processing**, eliminating the need for passport checks.

Enabled by a single, unified biometric key, airports CAN improve the passenger experience.

NEC's facial recognition solutions are setting the stage for a **secure, frictionless, and personalized** travel experience. An experience that not only meets our increasing security demands, but helps airports improve the travel experience and eliminate long lines to bring the joy back to travel.

Learn more about how airports can use this technology to give passengers more effortless and enjoyable travel experiences.

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Sources

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4. "10 Worst Airports' Security Wait Times," 2016, Swift
5. "2016 ACI-NA Concessions Benchmarking Survey," 2017, Airports Council International
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