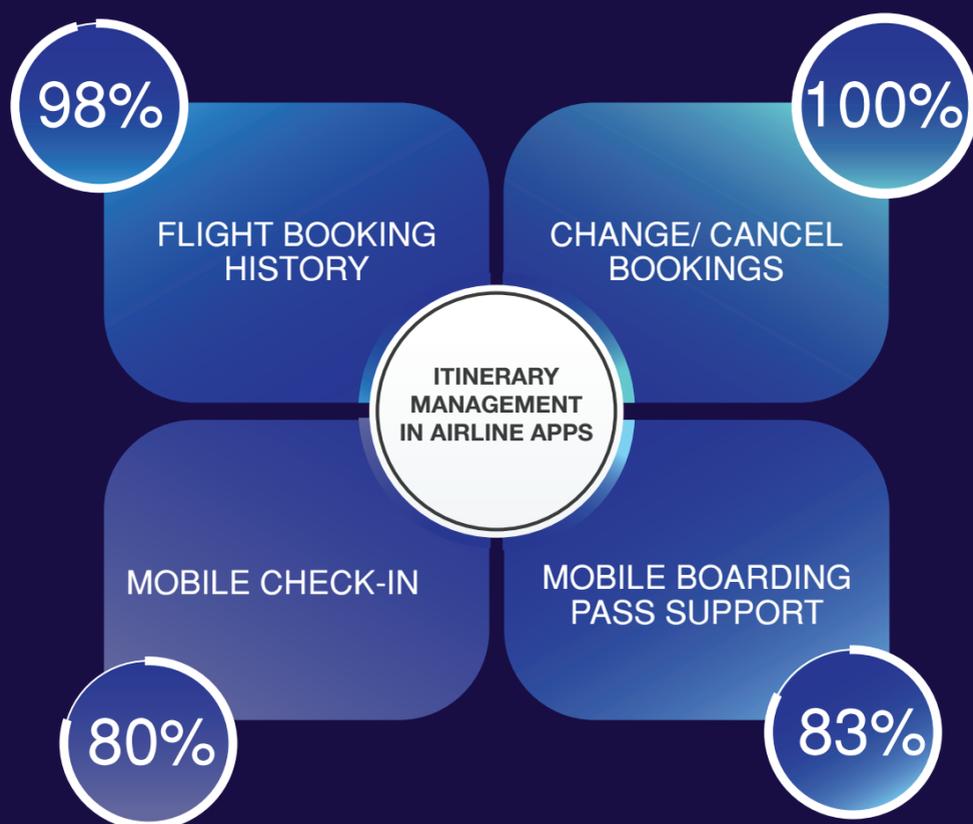


This edition of videc's App in the Sky examines various features that airlines incorporate in their Android apps to enable passengers to manage their itinerary. Of the 110 global airlines reviewed in 4Q19, 33 were low-cost carriers (LCCs) and 77 were full-service carriers (FSCs). Offering itinerary management features has become a key element today due to the rising preference among travelers to use smartphones over desktops to manage travel on-the-go.



FLIGHT BOOKING HISTORY

All LCC and FSC apps analyzed in 4Q19 feature flight booking history option. This key aspect of itinerary management not only lets travelers track their flight details, but also becomes a base for airlines to overlay a variety of ancillaries to upsell, offer customer support, and integrate remarketing and partner benefits programs.



AIRLINE APPS THAT DO NOT OFFER FLIGHT BOOKING HISTORY



CANCEL/CHANGE RESERVATION

Once again, all LCC and FSC mobile apps offer users the ability to change or cancel their bookings through the apps.



AIRLINE APPS THAT DO NOT OFFER CANCEL/CHANGE RESERVATION



MOBILE BOARDING PASS SUPPORT

One would have thought that all airlines would get on the mobile boarding pass bandwagon without exception. But the 4Q19 analysis reveal that 91% of LCC apps offer mobile boarding pass in their apps, while only 75% of FSCs support the same. Part of the reason could also be the corresponding airport's infrastructure to support mobile boarding passes.



AIRLINE APPS THAT DO NOT OFFERS MOBILE BOARDING PASS



MOBILE CHECK-IN

As one of the most-used services that come into play even before the traveler boards a flight, the ability to check-in natively via mobile apps is still surprisingly missing from a few Android apps. 88% of LCC apps analyzed in 4Q19 offered mobile check-in to their users as compared with 71% of FSCs. The airlines that do not offer native mobile check-in experience redirect users to their websites.



AIRLINE APPS THAT DO NOT OFFER MOBILE CHECK-IN

