

Experience a world where travel is
about making connections.





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Welcome to the new world of travel.

It's a world where traveling keeps getting simpler — because the customer has more control than ever. In this world, a customer might buy tickets online, review departure status on a mobile phone, check in at the airport using a self-service kiosk and register at a hotel the same way. In this world, long waits are a thing of the past, and speed and convenience are the norm. With increasing travel and fuel costs, heightened security and fewer amenities, customers are choosing — and staying loyal to — the companies that can deliver the best overall experience.

NCR can keep you at the forefront of today's dynamic travel environment. Around the world, we're helping leading airlines, car rental companies, hotels and other travel and hospitality companies rethink and re-engineer the way they interact with their customers. We do the same for category leaders in retail, banking and healthcare. In fact, every year, more than 23 billion self-service transactions are processed through NCR solutions. And that number will continue to grow as the global demand for self-service expands: 9 out of 10 people today say they're more likely to do business with a company that offers self-service.¹

Let the journey begin, with NCR. We'll help you transform the way you do business, with the right combination of solutions for a true competitive advantage. And thanks to our broad experience and global reach, we can make it happen faster and more easily than you might have thought possible.

¹ NCR 2008 Global Self-Service Consumer Survey





NCR self-service solutions are checking in passengers at more than **300** airports around the world — and counting.

Ready to upgrade your customer interactions? NCR makes it easy.

Working with a leader means peace of mind. As the global leader in self-service for more than 40 years, we know what it takes to build both customer loyalty and your bottom line. We're the only company that serves travelers throughout every stage of their journey — air and land travel, car rental, cruises, hotels and resorts — for a seamless and consistent experience. Your experience will be seamless, too: when you work with NCR, you have a single point of accountability across the spectrum of customer interactions.

Making connections is at the heart of what we do. Using customer experience consulting, we develop travel and hospitality solutions that meet real-world needs and challenges: more throughput, reduced need for staff and call center intervention and higher customer satisfaction. Our hardware and software solutions are intuitive and easy to use so customers of all ages and abilities can feel like expert users right from the start. Our solutions offer a wider range of functionality than anything else on the market, from ticketing, check-in and gate operations, to promotions, wayfinding and more.

We provide the best possible service, so you can do the same. There's no time for downtime when it comes to the travel industry. That's why our solutions are designed to ensure the highest level of availability to your customers. Proactive, predictive, remote systems management, and NCR Managed Services can further minimize downtime and decrease your overall cost. With 24/7 global customer care centers and more than 13,000 trained service professionals, you can be assured of our support wherever your growing business opportunities take you.





Upholding a reputation for superior service.

Founded as a small, regional carrier, Alaska Airlines has grown to transport more than 17 million passengers a year, thanks to a reputation for excellent customer service. When the airline began to face check-in congestion in the 1990s, it was eager to find a solution. NCR helped Alaska develop a self-service kiosk solution with the singular objective of checking in passengers. Using insights from employee and customer feedback, Alaska gradually expanded its self-service program to support both Web and kiosk check-in and offer the ability to upgrade, print boarding passes for employee travel, facilitate special service requests, change flights, stand by or change seats – among other things. As a result, Alaska was able to go from 21 to 55 passengers processed per agent per hour. And self-service usage is at 84%.



We can get you there faster than you thought possible.

Our size and multi-industry expertise let us hit the ground running. Because we work with category leaders in travel and hospitality, we've got our finger on the pulse of industry trends and best practices. We understand consumers, too, thanks to 125 years of experience in customer interactions and rigorous, ongoing primary research. We use customer experience consulting to design solutions that meet real-world needs and demands. Meanwhile, our work with leading companies in other industries allows for a rich cross-pollination of insights and ideas. We put key learnings from our work in other industries to work for travel — and vice versa.

Innovation fuels our momentum – and yours.

From the first mechanical cash registers to the first airline self-service check-in technology and beyond, NCR has an unmatched history of innovation and thought leadership in customer interactions. We are a founding member of the industry standards body for Common Use Self-Service (CUSS), and the leading provider of CUSS solutions, which support multi-industry applications on a single self-service device. Recent innovations from NCR include:

- **CheckInHere.** An advanced software platform that can run multiple airline CUSS applications and provide direct access to individual airline websites for flight check-in. CheckInHere can be made accessible from virtually any location: airports, hotels, convention centers, parking garages, etc.
- **Automated Service Recovery.** This automated or agent-operated tool makes it fast and easy to resolve irregular operation crises. It proactively searches the passenger list on flights that have been cancelled or delayed, then re-accommodates passengers according to the airline's business practices.
- **Patented 2ST dual-sided thermal printing technology.** NCR invented this technology, which lets you print two-sided vouchers, receipts, boarding passes and other documents at self- or assisted-service locations. It's a powerful cross-selling or upselling tool that also reduces paper usage and costs.

Wherever you — or your customers — go, we'll be there. With a direct presence in 110 countries and territories, plus an additional 90 locations through partners and distributors, NCR can help you quickly deploy new solutions wherever you need them. We have extensive experience in managing multi-national projects, and more than half of our total revenue is, in fact, generated outside of North America.

Improving customer service with a self-service solution.

Hyatt Corporation wanted a self-service solution for routine front-desk transactions at its upscale hotels, to reduce wait times and allow guest service representatives to focus more on customer service. Hyatt became one of the first premier hotel chains to deploy NCR's new XpressPort kiosks as part of its overall lobby redesign, giving customers the option to choose between the front desk or kiosk for check in and check out. Modular and sophisticated, these kiosks are integrated into the registration counter. And they've had an immediate impact on customer satisfaction at Hyatt: within just a couple of weeks, **30%** of the hotel's arriving guests were checking in using the kiosks.

Let NCR help you transform your company.

We'll take you on the journey to transform your business processes, build customer loyalty, and gain an edge on your competition. This takes much more than technology; it takes a holistic approach that includes primary research, analysis, strategy and big picture thinking. When you partner with NCR, we'll help you:

- Analyze your current operations, identify areas for improvement and choose the right strategies for your business goals
- Develop enterprise strategies to differentiate your interaction experience from that of your competitors
- Integrate multi-channel solutions, so travelers have a consistent experience throughout their journey, whether it's at the kiosk, on the web or via mobile device
- Stay on top of what's happening in the fast-changing world of customer interactions and help you anticipate what's next.

Are you ready for the new world of travel?

NCR is ready to take you there. Email us today to learn more at travel@ncr.com.





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Experience a new world of interaction