

Securidox launch check-in by SMS

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Today Securidox, which is already supplying a range of secure electronic document delivery options to the airline industry, launched an exciting new feature. With the launch of 2-way messaging, it is now possible for airlines to easily implement a check-in by SMS facility for their passengers.

The innovative process offers the airline a simple solution with maximum control. It begins with the Securidox system automatically messaging passengers informing them that their flight is ready for check-in. All the passenger has to do is to reply to this message with an appropriate message for the check-in request to be processed and their boarding passes delivered to their mobile devices.

Passengers receiving the service can be pre-selected by the airline according to suitable criteria, opt-in at time of booking or by preference setting in the frequent flyer program. The airline has the option to reverse charge the recipient for messages sent in order to cover additional costs provided by flexibility and additional services delivered. The level of charge per SMS is at the full control of the airline.

Interfacing with the airline Departure Control System can be accomplished by the airline's existing provider or by using the Securidox's services via web services. This process enables follow up messages to be delivered.

Follow-up messages offer opportunities for improving the customer experience with targeted information, as well as providing enhanced advertising possibilities in all phones but particularly modern large display models.

Mark Scott, Managing Director of Securidox comments *"2-way messaging is very exciting for applications like check-in by SMS because it moves the whole process away from the airport or the desktop. Securidox now makes it possible for a passenger to be able to check-in to their flight while on their way to the airport - a time when they are focused on their flight. If you add this to the capability of the system to follow up with highly targeted messages to the passenger, it forms a compelling solution for the airline and great convenience for the passenger."*

For further information on Securidox and its solutions visit www.securidox.com