

CASE STUDY: easyJet integrates Jumio technology to enhance the mobile booking process and enable APIS compliance

The Client

easyJet is one of Europe's leading airlines, operating on over 600 routes across more than 30 countries. easyJet carries over 65 million passengers annually, of whom more than 12 million are travelling on business.

The Challenge

In order for easyJet to comply with Advanced Passenger Information System (APIS) requirements, customers are required to enter their passport details when paying for a ticket or checking in for an easyJet flight. This process was time consuming, fiddly and sometimes frustrating for customers due to the amount of information required, especially when families or groups were travelling together. Entering these details on a mobile device was prone for error, and customers often reverted to the easyJet website to complete the process.

The Solution

easyJet piloted Jumio's Fastfill® technology that uses the passenger's device camera to scan the passport and instantaneously extract and populate relevant passenger data including passport number. As a result, the successful pilot program gave them the confidence to integrate Fastfill into the easyJet iOS and Android apps. Responding to this feedback, easyJet approached Jumio again to explore ways to bring the same check-in experience to flight booking. Working together, Jumio and easyJet integrated card scanning technology, BAM Checkout®, into the easyJet app. With BAM Checkout also integrated into the app, easyJet customers simply tap the scan button on the mobile check-out form and hold up their credit card to the camera of their mobile device. The scanning process is completed in a matter of seconds and the checkout fields are auto-populated with all the information needed.

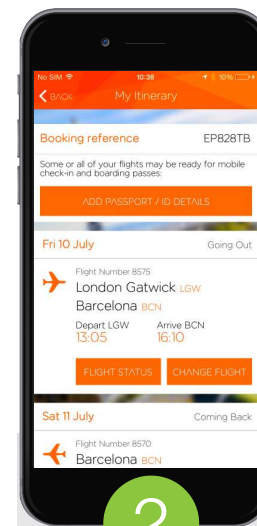
"We wanted to make the travel experience easier for our passengers at every step of the journey."

Daniel Young,
digital development
manager, easyJet.



1

Customer uses app to book or manage their flight



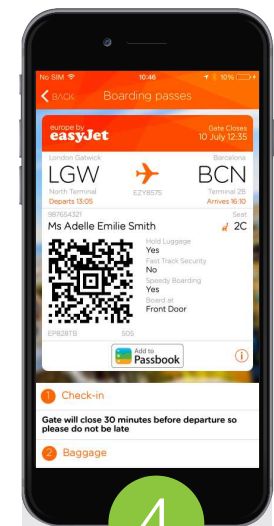
2

Customer goes to check-in and is required to submit Advanced Passenger Information



3

Customer scans their passport data into their easyJet app using device camera (no photo is taken or stored)



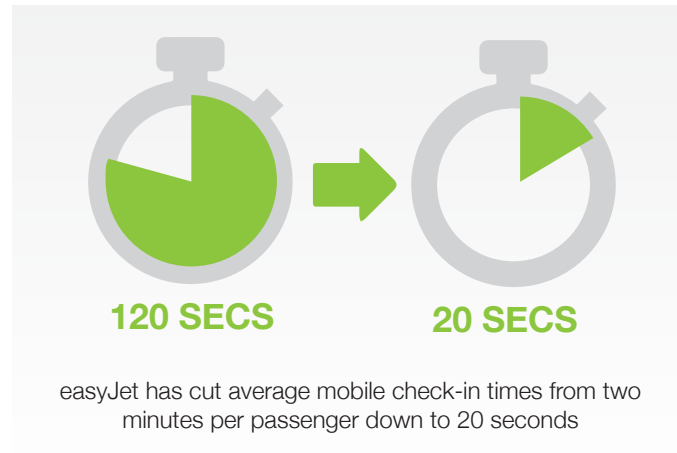
4

Customer is then given a mobile boarding pass

The Result

Cutting mobile check-in times

With Fastfill integrated into their mobile app, easyJet has cut average mobile check-in times from two minutes per passenger down to 20 seconds. Passengers can choose to save their passport details in the app to avoid having to provide them on subsequent journeys, so for repeat passengers using the easyJet app, mobile check-in times are even quicker still.



“We were amazed by the accuracy of Jumio’s Fastfill. It works first time every time.”

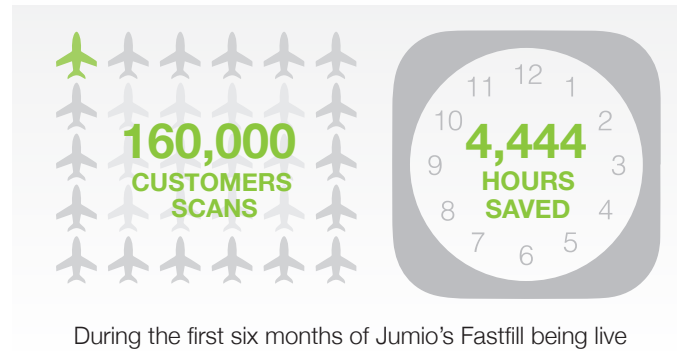
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Easier for easyJet passengers

In the first six months of Jumio’s Fastfill being live in the easyJet app, over 160,000 customers have scanned their passport equating to a saving of 4,444 hours for easyJet passengers.

Faster and safer tickets payment

In the short period since launch easyJet have seen a total of 30,500 payment card scans. The number has grown rapidly since launch and, currently, some days are showing half of all card payments made via the scanner.



“Jumio’s Fastfill is such an innovative product. Implementation effort was small but the benefit to our customers was huge.”

Daniel Young,
digital development
manager, easyJet.

What easyJet passengers are saying

Michael Anyfantakis @MAnyfant

Just had a proper digigasm, checkin for me & family using @easyJet app with passport scan & passbook integration! 3 people less than 1min!

1:30 PM - 24 Apr 2013

Katie @katieharker

The @easyJet app is blowing my mind.. Just scanned my passport with iPhone camera & all my details were uploaded to the app! The future.

1:30 PM - 24 Apr 2013

Linz † @_LinzD

@easyJet Wow so your app just dropped my jaw! Love the no typing passport details photo bit!! #impressed

1:30 PM - 24 Apr 2013