

# Partner Brief

Strategic Partnerships Newsletter



## Mobiqa: Mobile bar-coded boarding passes for Qatar Airways

In 2008, Qatar Airways approached Mobiqa looking for an international mobile bar-coded boarding-pass solution to encourage passenger self-service.

At the height of significant change in the airline industry, Qatar sought to enhance its check-in and boarding-pass delivery process. A web check-in functionality combined with mobile boarding-pass delivery would dramatically improve convenience for passengers, especially business travelers.

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Qatar's service had to be fully international from the start, a concern Mobiqa was equipped to address. Mobiqa is able to deliver mobile content to a wide range of handsets by customizing content specifically to passengers' mobile handset make and model. With connections to all major network operators, Mobiqa can deliver mobile boarding passes to the over 95 countries required by Qatar.

Qatar saw immediate results after the launch of its new mobile boarding-pass delivery service. Customer service improved as passengers took advantage of the convenience of checking in online and receiving their boarding pass on their mobile phone. Business passengers benefited by bypassing the check-in desk and proceeding directly to the security checkpoints using their mobile phone.

The benefits of boarding-pass delivery via the mobile phone extend to the airline and airports as well. Significant cost savings result from the increase in off-site self-service enablement. Mobile delivery is more eco-friendly, as boarding passes no longer need to be printed on expensive paper stock, adding to the cost savings.

Qatar's passengers continue to enjoy the convenience of these combined solutions, which reduce costs while improving customer service.



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