

Customer Technology

In Dec. 2013, American Airlines and US Airways created the largest airline in the world. And we've been busy ever since.

In addition to integrating hundreds of systems, American's IT team has been working to innovate the customer experience by putting power in customers' hands. Here are a few of the ways we've done that over the last five years.



1

If anything changes with a customer's flight, such as a gate or baggage carousel, we let them know right away with travel notifications. After the merger, **customers began receiving updates automatically** however they prefer – by phone, text or email.

2

It's in the bag. But sometimes bags don't arrive as planned. **In 2017, we launched Customer Bag Notification**, which sends a message directly to customers' phones letting them know their bag is delayed. Then we'll deliver the bag to their front door.

3

Putting more power in customers' hands. When things don't go as planned, **our Dynamic Rebooking tool, born in 2017, allows customers to rebook themselves on a new flight** based on whatever time is most convenient for them.

4

Problem solvers. Last year, **we launched iSolve, a tool that empowers frontline team members to solve problems on the spot** with appropriate compensation when things don't go as planned.

5

There's an app for that. Using your AAdvantage miles to book a flight has never been easier. **This fall, we added award bookings in our app**, along with high-resolution terminal maps and the ability to pre-order food via Grab.

