American Airlines Newsroom

NEWS RELEASE

How technology helps take care of customers on their journey

11/22/2019

The busy Thanksgiving holiday rush is here. As friends and family travel for the holiday, American Airlines has implemented new technologies to help take care of the estimated 8.6 million customers during the next two weeks. Learn more about new features on our website, app and self-service kiosks below.





Comfort

Virtual online aircraft tours, pre-ordered meals in premium cabins and pre-purchased food for pick up at the airport help customers plan a relaxing trip.

Convenience

Real-time flight information delivered via text message and Siri, in-app flight changes, prepaid checked luggage and self-service volunteering and rebooking for oversold flights lessen the burden put on customers at the airport.

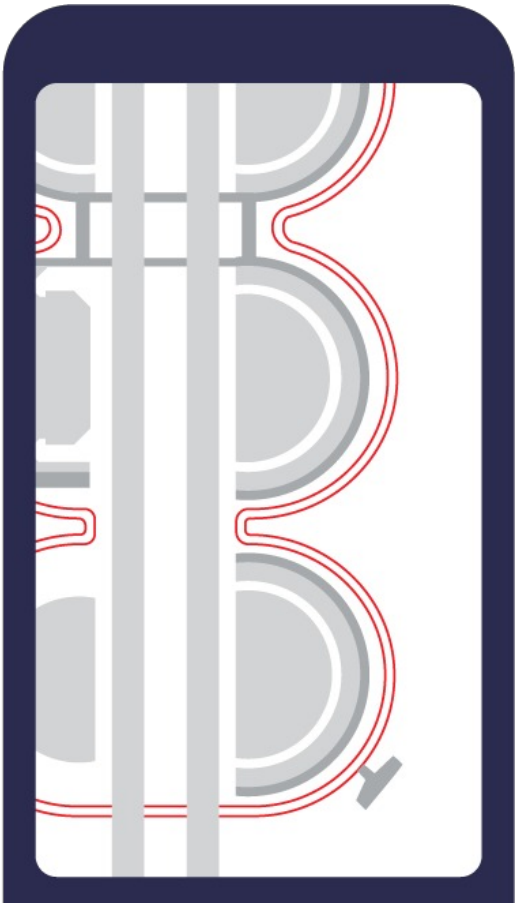
At the airport





Speed

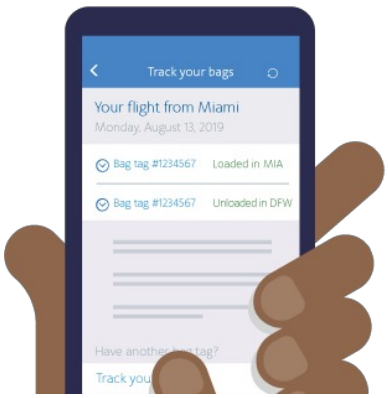
Virtual terminal maps, streamlined kiosk menus, biometric boarding and boarding notifications help customers move through the airport faster.

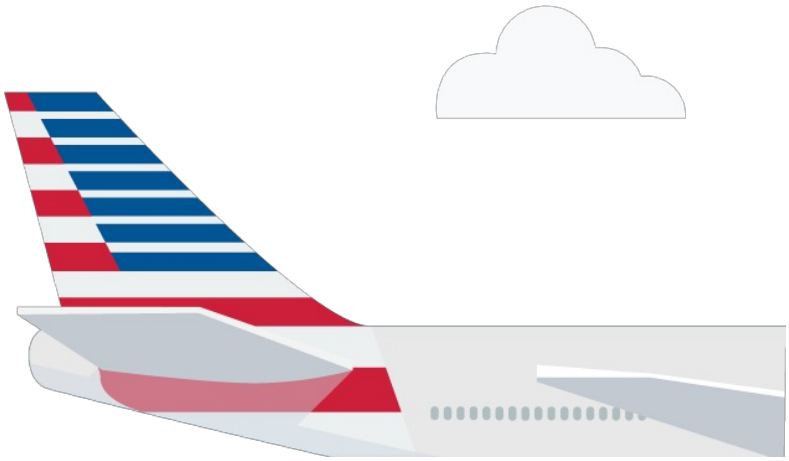


In flight

Connectivity

High-speed Wi-Fi, inflight entertainment with live TV, along with real-time baggage tracking, connecting flight information and gate notifications — all available through the American Airlines app — keep customers connected and informed.





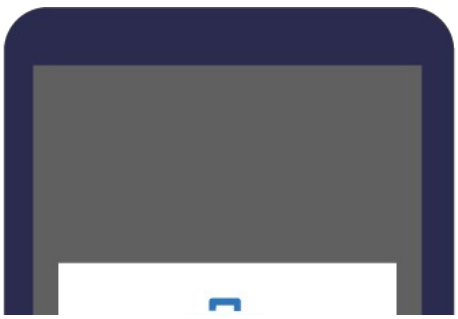


Customer Service

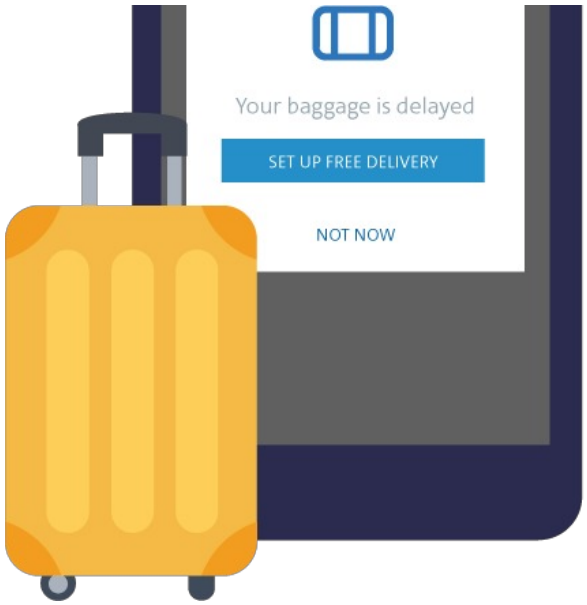


Flexibility

Dynamic online rebooking system helps give customers flexible options when their flight is delayed or canceled, and an electronic voucher system helps minimize customer inconvenience.



Outreach



Proactive notifications about delayed baggage help customers arrange delivery of their bags and get on their way.

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