



NEWS RELEASE

Artificial intelligence at American

2025-01-15

American handles large volumes of data from a range of sources that it needs to quickly learn from and adapt to so it can better deliver on the objectives of the airlines. Artificial intelligence (AI) can be very helpful to this effort.

AI is nothing new to American. It helps the airline look at data and create solutions that can directly and positively impact customers and team members, and importantly, improve their experiences. American can learn and gain insights from this data to better customers where they are, leverage data-driven decisions to help make the customer journey simpler and reduce the amount of time it takes to deliver results that benefit the business.

And AI technology is focused on strengthening human decision making, not replacing it. American's approach to AI is built on a foundation of governance and ensures technology and its outputs are being used safely, securely and responsibly.

You've heard a lot about how **Smart Gating** uses machine learning to shorten taxi times, reduce ramp congestion and help aircraft get to gates faster, but AI is at play all across the airline and has been for decades. Here are just a few ways AI is improving the experience for customers and team members.

AI for customers

- For years, American has leveraged machine learning to help customers see rebooking options on aa.com and in the mobile app that meet their needs so they can quickly make changes when their journey is disrupted.
- Building the right schedule through forecasting models that predict load factors and costs, so the airline can better deliver for customers.

AI in the operation



- AI helps estimate how many crew members are needed to cover open flights each day. This allows team members flexibility while ensuring the airline is running a reliable operation for customers.
- Machine learning predicts block times (time it will take from departure at an origin airport to destination) which helps run a reliable and efficient operation. American is also looking at baggage models to better predict bag volumes and help get customers and their bags on their way even faster.

What's next?

Generative AI (Gen AI) will present even more opportunities to improve the customer experience, from helping customers better self-serve online and in the mobile app to helping run a more efficient operation. American is taking a centralized approach to managing Gen AI and establishing a governance framework that sets the foundation for scaling this new technology going forward.