

Delta finalizing digital concierge for pandemic travel

[Delta](#) announced last week that its teams are finalizing its [digital concierge](#) experience within the Fly Delta app and online that will guide travelers through booking, COVID-test scheduling and document verification - all available via Delta channels.

First unveiled at [CES 2020](#), Delta will use the digital experience to share current travel requirements with travelers based on destination, provide available COVID-19 test scheduling options and automatically validate the test results. The suite of digital tools will incorporate learnings from ongoing work with [TrustAssure](#), who Delta has partnered with since March of last year on [COVID-testing options for passengers](#).

“We want to take the guesswork out of our customer’s hands and give them a simple, streamlined experience for navigating current travel requirements,” said Bill Lentsch, Delta’s Chief Customer Experience Officer. “Instead of checking one website to find testing locations and using another app to upload a test result, we’re building the capability to manage all of it through the familiar, customer-friendly booking paths on Delta.com and the Fly Delta app.”

Delta is also launching a pilot with [CLEAR Health Pass](#), starting February 18, for passengers traveling from Los Angeles to Honolulu onboard one flight per day. The goal of the understand how the Health Pass and other tools can be used to make customer re-entry into the United States more efficient. Passenger participation is optional.

“We have been working since the beginning of the pandemic to better understand not only the problems our customers face today, but the ones around the corner,” said Matt Muta, V.P. – Innovation at Delta. “We’re excited to be working with innovative partners across this space who are sharing best-of solutions we can leverage and integrate into our platforms.”

This comes on the heels of Delta announcing plans to bring [high-speed Wi-Fi](#) onboard this year. The airline also continues to remove physical touchpoints to reduce stress and deliver a more personalized experience, with a new [digital identity test](#) in Detroit aimed at providing touchless curbside-to-gate experience.