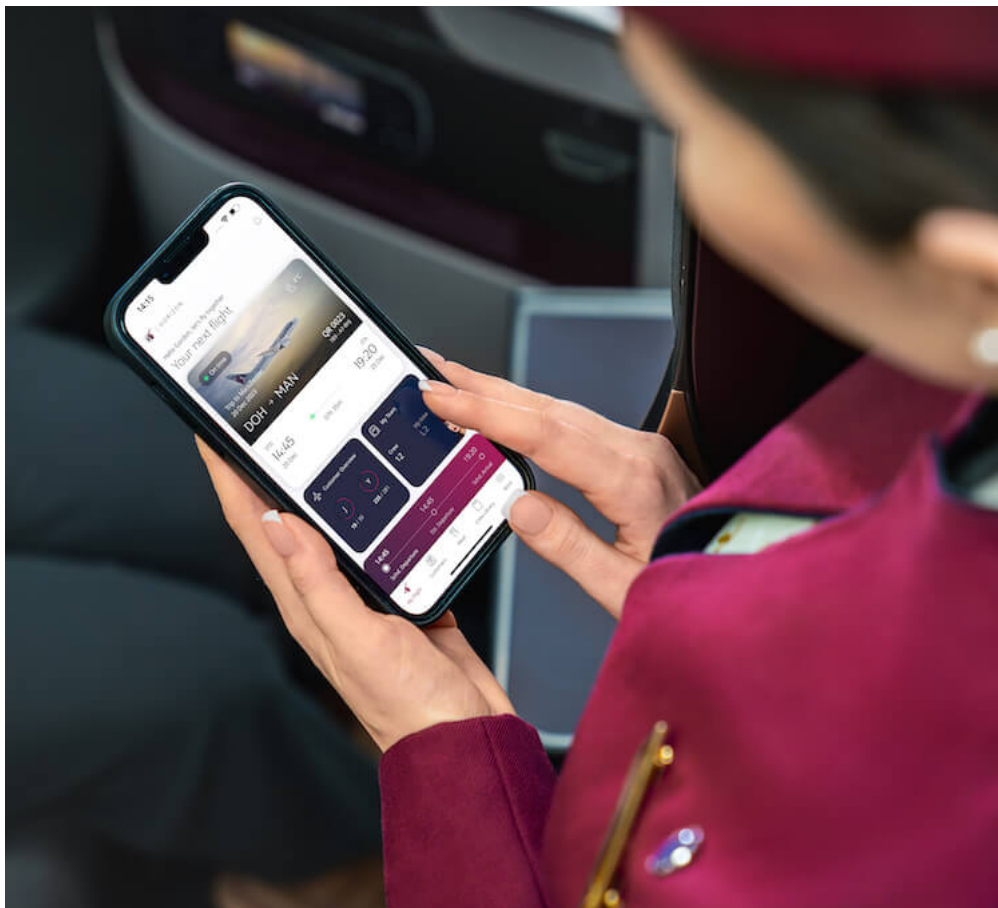


Qatar Airways is making it personal with digital solutions

This is a special feature from [PAX Tech's February/March 2024 issue](#), on [page 12](#).



Qatar Airways has introduced smart onboard functionality for cabin crew to access real-time flight and passenger updates

[Qatar Airways](#) is expanding its commitment to passenger experience with the rollout of an in-house application that enables cabin crew to deliver personalized experiences to passengers. In its initial phase, the application offers real-time insights on passenger information, as well as flight and service information. Cabin crew will be able to view passengers' profiles, including Privilege Club members and oneworld members, as well as all special service requests and preferences for a more personalized and integrated journey with the award-winning airline.

"The introduction of mobile devices provides a pivotal step to countless improvement opportunities, allowing the airline to provide an unparalleled service," Qatar Airways tells *PAX Tech* in a February interview.

By embracing digital solutions, the airline is not only streamlining processes but is also demonstrating its commitment to zero waste to landfill at hub operations by reducing paper waste.

World-class service

Announced at the end of December 2023, the airline reached the first milestone in this phase of digital transformation by empowering more than 15,000 cabin crew with the new technology. Through

the app, cabin crew can view passengers' previous preferences and requests, and anticipate similar requests to reoccur during the flight. The mobile devices also flag medical conditions and potential missed connections for onward flights, facilitating a smoother passenger journey and overall airport experience.

To help ensure world-class service, the app also indicates if it is the passenger's first time flying on the aircraft. If so, the cabin crew will provide a thorough explanation of seat functionality and other details for the passenger.

The app also enables cabin crew to take meal orders and preferences in the app, incorporating passengers' preferences and pre-orders, which are reflected on all crew devices as well as a dedicated device in the galley.

"This will also be beneficial in optimizing meal loading, reduce wastage and improve customer satisfaction," Qatar Airways tells *PAX Tech*.

Cabin crew training

The application empowers cabin crew by providing access to up-to-date digital training materials. Qatar Airways provides the User Guide Manual and FAQs doc for crew, as well as several e-learning tutorial videos to provide a step-by-step guide to the app.

One hundred BTUs were selected and have been enrolled in workshops, in-class trainings and ground air testing for more than a year, the airline explains.

Digital transformation in progress

"Since this is a continuous digital transformation, new features have been scoped and will be added as and when required. Our aim is to keep innovating according to the industry trends and making sure Qatar Airways is a pioneer when it comes to technology and customer experience," the airline tells us. "We're in the year 2024, and so much can be done with the new technological advancements."

Qatar Airways will complete the roll-out of the new project in multiple stages, with plans to expand its scope to Hamad International Airport and overseas airports and lounges, integrating passengers' unique itineraries and requirements across all touchpoints. There are "countless opportunities for improvement," Qatar Airways says.

Qatar Airways Group Chief Executive Officer, Engr. Badr Mohammed Al Meer, said in the December announcement: "We, at Qatar Airways, are incredibly excited to introduce a new phase in the airline's digital transformation, especially one that will enhance our world-class onboard experience. As leaders in industry innovation and digital adoption, Qatar Airways excels in identifying and responding to emerging trends for the comfort and convenience of our passengers and this project is a defining step towards a more connected and insightful interaction between our customers and staff."

Qatar Airways has taken major strides in its digital transformation this year, including its collaboration with Google Cloud to explore data analytics and artificial intelligence solutions for enhanced passenger experiences and sustainability.