

# Accessibility Airline Ticketing Practices



- Ticket, VCR, SSR

2. Systems

3. Purchase Channels

- Metrics and Accessibility





#### **Terms**

#### Parts of a Ticket

- PNR

- VCR

- SSR





#### **Systems**

- Many Systems
  - Sabre/Image/RAIN
  - Web/ATPCO/NCR
  - Mobile
  - Employee Tablets
- Legacy / Complex





# **Purchase Channels**

Volume

1. Travel Agency

Med

2. Online Agency Med

3. Direct

Large

Call Center
Web/Mobile
Airport





# Volume Medium

#### Travel Agency

- Brick and Mortar

#### Online Agency

- Expedia, Orbitz, etc.





### **Volume Large**



Volume

- Web Large

- Mobile Small

- Apps (Android/IOS) Small

Call Center Smaller

Ticket Counter n/a

Kiosk n/a

Gate Smallest





#### Alaskaair.com

Meets ADAAG standards

Considerable effort to maintain accessibility per the regs

Booking page (SSR selections page)
Delivers SSRs into Guest PNR
Airline/vendor staff query PNRs
for staff planning
Airline/vendor staff deliver SSR



Note: Inflight Cabin Crew tablets reflect Guest PNRs/SSRs



Call Center

Accessibility 800 number

CROs in call centers

TTY/relay services

Support center vs. ticketing center





**Ticket Counter** 

Airport

Kiosk

Gate





## Questions?



