

Little Rock National Airport and FlightView Give Real-time Flight Information to Savvy Travelers

About 2 million people [travel](#) by air every day. Extenuating circumstances mean that airports can't always control whether or not a plane is on time, but Little Rock National Airport finds that accurate, timely information goes a long way to creating a less stressful experience for their passengers.

Little Rock National Airport (LIT) is the largest commercial airport in Arkansas. In 2007, LIT completed a multi-phase renovation focused on making travelers comfortable and welcome – whether Little Rock was their final destination, a jumping-off point for global travel or simply a place to connect to another flight. Improvements included a renovated baggage claim wing, a new parking deck that lets travelers move from car-seat-to-plane-seat with ease and an array of newsstands, gift shops and concessions located on both sides of the security checkpoint.



FlightView Displays show real-time flight information on easy-to-read screens.

make sure the plane is on time. They gather their things, pack up their car, fight traffic, chastise themselves for being later than anticipated, get to the airport stressed out, check-in and get to their gate only to find the flight's delayed for 6 hours. They arrive stressed by the effort to get to the airport and then have to wait a quarter of the day just to leave. LIT's team wanted to eliminate as much of that hassle as possible with accurate information on flights in transit – and found the answer with FlightView.

LITTLE ROCK
NATIONAL AIRPORT

www.fly-lit.com

- Opened in 1917
- Non-stop jet service to 14 gateway cities
- 9 major airlines
- 6,000 passengers daily

All these factors contribute to better customer service and a more comfortable environment for travel. The operations team wanted to take it a step further by focusing on the question that makes customers most anxious about traveling in the first place: when is the flight going to arrive or leave?

Where's My Flight?

It happens to everyone – they check the airline's Web site or even call to

LIT – like so many airports – struggled with finding an accurate source of information about where flights are in route. Relying on the airlines’ information was not an option, as all too often the airlines’ Web sites would indicate that the flight was on time when the arrival time had passed and there was no plane in sight.

“Lack of information upsets passengers more than anything. We wanted to provide them with information that was both accurate and up-to-date,” said Philip Launius, director of public affairs at LIT. “We saw FlightView’s Air Traffic Map on another airport’s web site and knew immediately it would add to a positive experience.”



FIDS help Customer Care Representatives give better, more accurate information to customers.

In 2005, LIT added a 52-inch FlightView Air Traffic Multi-Unit Flight Information Display Systems (MUFIDS) to its Customer Care Center. This is an area where passengers can get personal service and up to the minute information on their flights.

The new technology was in such high demand by LIT’s customers, that another 52-inch MUFIDS was added to the baggage claim area and three 14-inch Air Traffic Maps were added to smaller customer care booths in other areas of the terminal.

FlightView provides LIT’s customers with up-to-the-minute tracking information on flights in transit, drawn directly from Federal Aviation Administration (FAA). Now, customers can visit LIT’s Web site and view FlightView’s Air Traffic Map. If their flight is late, they can sit comfortably in their own home, or even schedule another flight before they arrive at the airport.

Once at LIT, they can see exactly where their flight is on several screens located throughout the terminal. With that information, passengers can feel comfortable visiting the food court and gift shops, keep parties at their destination informed and be at the gate in time to board their flights, relaxed, refreshed and ready for travel.

Regular travelers have embraced the systems. Initially, passengers would walk right by the displays to speak with the customer representative or use the information available, which was not done in real-time or was simply inaccurate. Today, customers find what they need on their own and move on to the check-in much more quickly.

Valuing Employees as well as Customers

Customers aren't the only ones benefiting from FlightView's technology. The software gives Customer Care Representatives access to Web-based maps and FlightView-supplied arrival/departure displays on its Web site to give them better information when speaking to customers.

With easy-to-read FlightView maps located strategically in LIT, customers can see where flights are, along with weather overlays. Making this information immediately available to customers allows Customer Care Representatives to focus on more complex issues.

Better Information = Better Experience

By enhancing the customer experience in the terminal with FlightView, the operations team at LIT knows it's delivering on its vision for a positive travel environment. Even though it has no control over aspects of a customer's flying experience, such as flight delays, it does control the customer's experience while in the terminal and works hard every day to make that experience as pleasant as possible.

"Giving customers more information that is both timely and accurate betters the entire travel experience," said Launius. "Technologically up-to-to-date solutions like FlightView give our passengers and customers more control and simply make them happier – and that's a powerful message."

"Our customers want accurate information," said Philip Launius, director of public affairs, LIT. "The need for it was so high, we added extra FIDS to fill the demand."



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Flight Information You Can Act On[™]

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