

## Whitepaper

# How automatic announcements can improve boarding efficiency



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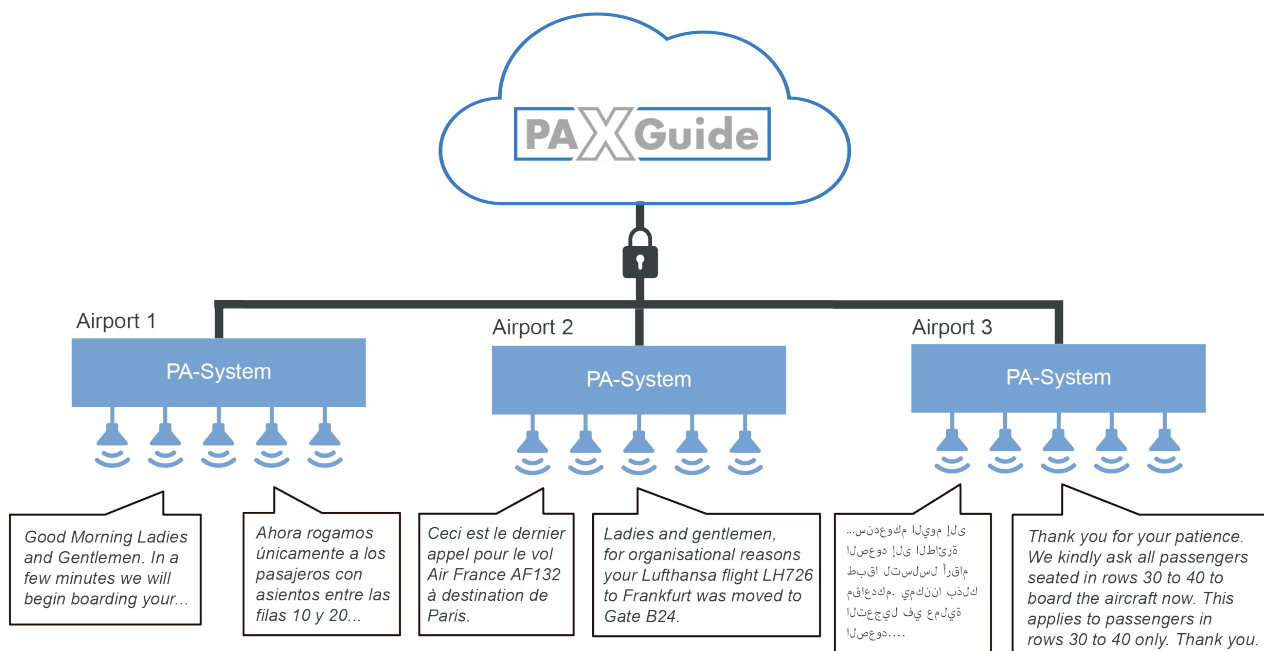
## 1. Why automatic boarding announcements are a good idea

Everyone has certainly experienced it for themselves at some point. The announcements of the handling agents at the gate were difficult to understand, or not in the language you speak and understand yourself. Furthermore, they're often interrupted or overplayed by announcements from other gates. The handling agent himself is usually very busy making these announcements and cannot take care of other tasks in parallel. This can lead to a lot of confusion and frustration for passengers, which is why automated boarding announcements are a good idea.

With automated boarding announcements, you can be sure that the announcement will be made in the passengers' native language, that they are well understood, and that it won't be interrupted. This will make the boarding process more efficient and lead to better customer satisfaction. And since the handling agents will be free to take care of passenger complaints and irregularities, they'll be able to provide even better customer service.

## 2. How they work

If you've ever been to an airport in Germany or another European country, you've probably heard automated boarding announcements for your flight. These announcements are generated by a software called PAXGuide, which is designed to work with existing PA-systems. Live-Flight data from the AODB is used to trigger the appropriate announcement (such as first call, gate change, etc.). The announcements are tailored to each airline, and include information such as boarding type and member programs. The announcements are generated in high quality using one of the best text-to-speech engines on the market - The text-2-speech engine from Amazon. PAXGuide is scalable and can be used at several airports/terminals at the same time.



The announcements are either triggered completely automatically via information from the AODB or they can also be triggered by the handling agents via the web GUI on the gate PC. This gives the handling agents the opportunity to respond to local conditions and, for example, to adapt the languages or the boarding procedure at short notice. Connected to the airport/terminal's existing public address system, announcements can be played very selectively throughout the building, reducing background noise. This ensures that passengers are not overwhelmed by announcements and can perfectly understand their information and follow the instructions accordingly.

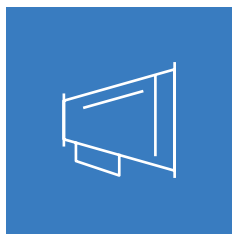


### 3. The benefits of automatic boarding announcements

There are many benefits to using automatic boarding announcements, including the high quality of the announcements themselves. They can be tailored to the specific flight destination and can be made in over 40 languages, ensuring that passengers can understand the information.

In addition, the boarding procedure is more effective when using automatic boarding announcements. Handling agents have more time to take care about passenger complaints and irregularities when they are not responsible for making announcements. And because the announcements are centrally controlled, there is no risk of them being interrupted or not heard at all.

Perhaps best of all, the automatic boarding announcement system from Sittig is cost-efficient, as it uses the existing infrastructure and is software-based. This means that airlines can enjoy all of these benefits without having to make a significant investment.



#### High Quality

Amazon's text-2-speech engine combined with Sittig's excellent interfaces to the PA systems delivers perfect speech quality and intelligibility.



#### Multilingual

Announcements can be played out in over 40 languages and dialects perfectly tailored to the passengers' destination. To ensure that everyone understands the information.



#### Supporting Ground Staff

Handling agents can use the time saved to take care of passenger complaints and irregularities. All of this so that they can provide even better customer support.



#### Cost-efficient

PAXGuide uses the existing infrastructure of the airports and can be used in a scalable manner at many airports and terminals thanks to state-of-the-art cloud technology.

## 4. Why airlines should implement this change

As the world begins to recover from the Covid-19 pandemic, airlines are facing new challenges. Airport load limits have been reached, staff shortages are common, and irregular procedures have led to boarding difficulties. In order to improve efficiency and the customer experience, airlines should consider implementing automated boarding announcements. This would help to streamline the process and make it more efficient. Additionally, it would provide customers with a better experience, as they would be perfectly informed about their journey at the airport.

### About Sittig

If you are looking for a reliable and experienced company to provide your airport with an automatic announcement system, then Sittig is the perfect choice. With over 35 years of experience in the transport sector, we are well-equipped to handle the special requirements of airport announcements. Our PAXGuide system is used by all major German airports as well as many major international airports and airlines, making us one of the market leader in this field.

What sets us apart from other companies is our commitment to customer satisfaction. We will work closely with you to ensure that your needs are met and that the announcement system we provide meets all your expectations.

Do not hesitate to contact us today to learn more about what we can do for you. We look forward to helping you make your airport announcements more efficient and effective!



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