

# Pre-departure communications: New best-practice guidance

**The travel experience has changed drastically, so pre-departure communication (PDC) must change too.**

Pre-pandemic, airlines used PDC to **inform** passengers and to **generate revenue**. Now it's primary objective is to **prepare** passengers for the new travel experience in order to **limit stress, anxiety, and risk** for them and airline staff.

Airlines now need to ensure that their passengers are fully prepared **before they get to the airport**, and a single, non-personalised notification will no longer be effective.

Communication of processes, mandates, and new documents (and ensuring their completion ahead of travel) will avoid unnecessary delays and stress at the airport, or on arrival. Plus, with requirements varying by airline, airport and country - and changing regularly - passengers attempting to travel without the correct documentation is more likely than ever. Effective communication will support a significant reduction in fines for airlines that transport these passengers in error.

**From a technical perspective, we see airlines being able to achieve this in one of the following ways:**

**1.** Static links can be inserted into emails, connecting passengers directly to the airline's existing document-check service, telling passengers what documents they need to be able to fly based on the information they input.

**PROS:** A simple, low-tech solution to preparing your passengers at home.

**CONS:** Relies on the passenger following processes correctly, and information about their requirements will not be personalised.

**2.** Airlines can connect their document-check service via API so that only the most relevant information is served to each passenger. Notifications will be personalised based on data available in the PNR as standard, and from additional data sources if required.

**PROS:** Information about regulations will be hyper-personalised, driving increased engagement and uptake.

**CONS:** The third party will need to write back to 15below, or update the PNR, so that the airline knows the customer is eligible to fly. If not, the airline has no way of knowing if the passenger has all the necessary documentation until they get to the airport.

**However**, if the above loop can be closed, and the PNR updated to verify the passenger has obtained the necessary documents, prompts for missing information can be included in all future notifications prior to departure, such as check in reminders. If this field continues to be empty, the customer can be given further prompts right up to the day of travel.