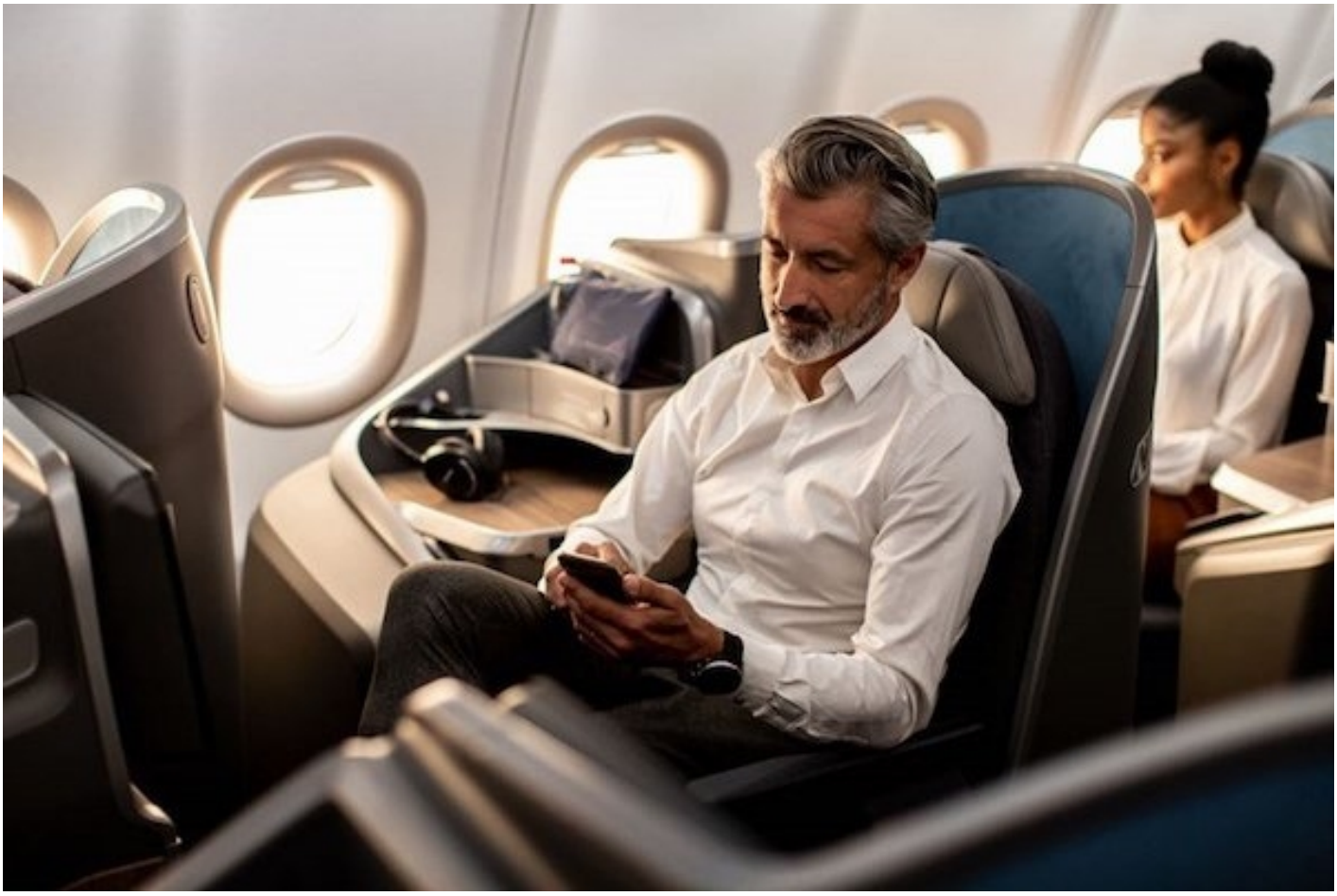
SITA TAILORED INTERNET CONNECTIVITY TO PASSENGERS ONBOARD CORSAIR NEW FLEET OF AIRBUS A330

News / Airlines



French long-haul airline Corsair is offering members of its loyalty program, Le Club Corsair, flying aboard the airline's new Airbus A330neo fleet, a highly personalized internet connectivity package based on their tier of loyalty program and class of travel, thanks to SITA's Internet ONAIR. This means passengers can now access the internet and pay in one click.

By linking the passenger list to the Wi-Fi system onboard, passengers need only provide their last name and their seat number to access the internet. Once passengers have enrolled, they will be offered a customized price plan, giving them more choice. Payment, where required, can be made through multiple methods including major credit cards and Apple Pay.

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This personalized service enhances the overall passenger experience by making the selection of their connectivity plan faster and more efficient without having to follow multiple steps, encouraging more passengers to make use of the service.

SITA Passenger IT Insights 2020 shows that today more than two-thirds of all passengers opt to use their own device onboard to stay connected or access entertainment. To deliver this experience, airlines require fast, uninterrupted connectivity across the journey. With SITA's Internet ONAIR, passengers will experience the same uninterrupted connectivity at 30,000 feet as they do at home.

Pascal de Izaguirre, CEO of Corsair, said: "Today Wi-Fi is a core element of the overall passenger experience onboard our fleet of flagship Airbus A330neo aircraft. With most of our customers bringing their own devices onboard, they expect access to fast, uninterrupted connectivity. In the few weeks since we have put the new aircraft into service, we have already seen strong take up of the Wi-Fi offering provided by SITA."

SITA's Internet ONAIR will be available across all five of Corsair's A330neos as they are introduced into the fleet over the coming months, with the second aircraft taking to the skies this month.

Sébastien Fabre, CEO of SITA FOR AIRCRAFT, said: "COVID-19 has accelerated a trend to passengers using their own devices onboard, enabling an increasingly touchless cabin. With that comes a greater demand for reliable connectivity. We are therefore pleased to support Corsair in bringing this experience to their passengers for the first time."

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