

## Finnair Uses Facebook to Introduce Passengers to Each Other

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Finnair introduced a new social check-in service, which allows the passengers to link their Facebook profile with the seat map. When doing so, other passengers can see the passenger's Facebook profile and the passenger can see who else has checked in on the same flight and where they are seated. After completing check-in, the customer can tell his friends in his or her social networks where they are heading and their estimated time of arrival.

"We want to make air travel more social and find new ways to utilize social media during customer journey in ways that delight our customers," said Jarkko Konttinen, Finnair's vice president of marketing. "We're proud to be front-runners in utilizing social media and making air travel more social."

The service only shows the customer's public Facebook profile and is only visible to the passengers on the same flight. Using the social check-in service is voluntary, and customers can choose to travel "incognito" just like before. Also, it is possible to disable the social check-in at any time, thus preventing other passengers from seeing the social network profile in conjunction with the seat map. In the first phase, the service only includes Facebook but more social networks will be added later. The service was developed in partnership with Amadeus IT Group.



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