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Press release

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Scandinavian Airlines first with check-in via speech recognition

2.8 million travelers now have the option of checking in on Scandinavian Airlines with the help of a mobile phone and a speech recognition service called Voice Check-in. Scandinavian Airlines thereby becomes first in the world to offer customers a reminder by SMS and then the possibility to check in via speech recognition.

The traveler subscribes to a "check-in notification" in her/his profile at www.scandinavian.net and inserts a mobile phone number and a SAS EuroBonus or Travel Pass card number there. About 22 hours prior to departure these travelers receive an SMS to their mobile phone informing them that the flight is now open for check-in via speech recognition or the Internet.

Travelers who call the Voice Check-in service answer a few simple questions, such as whether they prefer an aisle or window seat. In the dialogue the mobile phone number functions as the key to the reservation. When the check-in process is completed confirmation is sent via SMS to the traveler's mobile phone.

Travelers who prefer to check in via the Internet can choose a seat on the site and, when holding a ticket that permits booking changes, can also opt to check in for an earlier or later flight if space is available.

"By being ready to fly when they arrive at the airport, travelers avoid any queues, says Martina Samuelsson, responsible for self-service on-ground at Scandinavian Airlines. Our aim is to simplify travel and give the customer freedom of choice regarding how and when he/she wishes to check in."

After the check-in, travelers with hand baggage only can go directly to the gate at the airport. Travelers with checked baggage are issued with baggage tags by an SAS Self Service automat.

The language used in the speech recognition service – Danish, Norwegian, Swedish or English – is determined by the country code of the mobile phone number. The caller can change the Danish, Norwegian or Swedish dialogue to English if desired.

Voice Check-in is initially available for all SAS flights within Scandinavia/Finland and from Scandinavia to the rest of Europe. The service can be used by all travelers with an SAS EuroBonus card or Travel Pass when traveling with up to two pieces of baggage in addition to hand baggage.

Scandinavian Airlines assigned the Scandinavian IT Group as supplier in the development of Voice Check-in.

For further information, please contact Martina Samuelsson, Scandinavian Airlines,



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