

Cathay to utilise inflight tablets

Cathay Pacific Airways says one of its 'biggest technological advancements next year is to equip its managers and pursors with mobile tablets. Speaking at the Airline Conference breakfast meeting at the TFWA conference recently, Jasmine Lee, Manager of Inflight Sales and Service Development said: "Giving our cabin crew tablets will equip them with the information to best look after our passengers, especially in terms of recognizing our passengers and our frequent flyers. "But moreso, it allows us to understand the purchasing behaviour and also the passenger requirements in terms of inflight sales." She said this will enable users to pull up a passenger's previous purchasing history on both an item or category level at a touch of a button, so enabling crew 'to better serve and recommend products to our passengers'. This new technology should also provide useful insights which were previously unavailable to the airline, said Lee.

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