

Southwest Airlines Collaborates with Most for Innovative iPad-Based Inflight Retail System

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Southwest Airlines has announced that it has selected Most, a leading provider of inflight retail solutions, to equip its cabin crew with iPad-based devices that will streamline and enhance the customer experience.

The devices, which will be deployed across Southwest's fleet of more than 700 aircraft, will allow the crew to process credit card payments, scan boarding passes, track inventory and sales, and access real-time data and analytics.

"As we reimagine our inflight retail process, we needed a solution that eased workloads and improved our data collection, while reducing the time to handle each passenger transaction," said Ron Freer, senior manager of inflight retail at Southwest Airlines.

Most, which is based in Israel and has offices in the U.S. and Europe, said that it has customized its platform to meet Southwest's specific needs and preferences, and that it will provide ongoing support and updates.

"We are proud to partner with Southwest Airlines, one of the most innovative and customer-centric airlines in the world," said Eyal Shmueli, CEO and co-founder of Most. "We are confident that our technology will help Southwest deliver an exceptional inflight service and generate new revenue opportunities."

The partnership marks the first time that Southwest Airlines has adopted a tablet-based system for its inflight retail operations, which include selling drinks, snacks and other products. The airline said that it expects to roll out the devices by early 2024.

Sources: AirGuide Business airguide.info, msn.com, Most

