

## CHAMPIONS OF BUSINESS

### Caribbean Airlines Limited Business Technology Finalist



Caribbean Airlines (CAL), the state-owned airline and national carrier of Trinidad and Tobago, remains focused on improving both customer service and convenience – which is exactly why it developed an innovative mobile application for its services, perfect for use on mobile and handheld devices.

The company’s IT strategy is aligned with its vision of being the leading airline serving the Caribbean profitably. The CAL app is an effective technological solution designed to meet the emerging needs of the airline’s customers, most of whom live and work in a mobile-enhanced environment.

The user-friendly Caribbean Airlines app offers a range of both necessary and innovative abilities. It also ensures that the company keeps abreast of trending technologies and empowers customers with new, constantly updated services and technology. By allowing customers to connect with Caribbean Airlines directly through their mobile phones, there is ease of access and a heightened sense of engagement.

Passengers use the app to book flights, either to CAL-serviced destinations or those of the airline’s interline partners, sign up for “plus” seating with extra comfort, or pay for additional baggage. App users can easily book cars and hotels, check out flight schedules, and make sure they are always up-to-date with the latest flight information. There is also a live chat feature, through which customers can speak with CAL agents in real time. Domestic flight passengers can also view their standby priority through the app.

Yet, Caribbean Airlines sees the connection with its customers as going way beyond providing transport. Giving back is a critical part of what the airline does. Recognising the role it has to connect the region, the airline’s Corporate Social Responsibility activities range from education and public awareness campaigns, to medical travel support.

Just as its customers support the airline, CAL supports causes that are meaningful to the people it serves – and that, in essence, is part of what it means to be a truly Caribbean airline.

*The Trinidad and Tobago Chamber of Industry and Commerce (host of the Champions of Business Awards) and bmobile (Sponsor of the Business Technology category) congratulates Caribbean Airlines Limited on being selected as a finalist in the category of Business Technology on November 15, 2019.*



**one**  
powerful connection  
**can start**  
your journey