

The No. 1 Airline App Just Got Better - United Airlines Introduces Upgraded App

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United continues improving customer experience with another major investment to make travel easier for all customers

CHICAGO, Jan. 24, 2019 /PRNewswire/ -- Today, United Airlines is introducing a reimagined mobile app to customers around the world. Already the top downloaded airline app for Apple and Android phones, the refreshed app now features a more dynamic experience that updates customers at each step of their travel journey, making it the perfect travel companion. The app includes features customers know and love from the previous version, while adding enhancements that make managing travel easier from booking to landing.

"Every day we are using technology to improve our customers' experience and making more information available to our customers at the swipe of a finger," said Linda Jojo, executive vice president of technology and chief digital officer at United Airlines. "With this updated app, we set out to bring improvements that are meaningful to all our customers, whether they travel every week or only once a year."

Customers' favorite features, such as bag tracking, will continue to be available in the updated app, and new highlights include:

- A navigation bar that gives customers quick access to some of the most popular tools such as flight status, and some new handy features like My Trips.
- A My Trips tab in the navigation bar that allows customers to easily access information about their upcoming trip and stores boarding passes when customers are checked in for their flights.
- An inbox that stores important push notifications United sends customers about their flight, such as if a flight status changes, gate changes and alerts about when boarding for a flight has begun.
- Dynamic boarding times will be updated throughout the app in the event that departure times change to give customers the latest information even when they are not at the gate. This builds on the airline's recent addition of boarding notifications, which were added when United rolled out its Better Boarding process.

One of the biggest updates to the app comes during the travel period, when the home screen updates to give customers the most helpful information for each step of their travel journey. The home screen will begin to update starting 48 hours before a flight, and will continue updating throughout various phases all the way through arrival at the final destination with the most useful information. For instance, customers connecting will find a screen that allows them to easily access airport maps so they can easily navigate to the next gate. Bringing the most useful information to the forefront will make the entire journey less stressful and more intuitive.

The app also includes an updated design with more engaging content. When a customer does not have an upcoming trip, the app will open to a beautiful destination image to provide travel inspiration. Content on the home screen is also more personalized to each user; for example, customers who recently passed loyalty milestones will be recognized on the home screen, and the app will also celebrate customers on their birthday.

United's in-house digital team spent over a year designing and creating this updated app, including eight months during which customers and more than 18,000 employees provided feedback to create the final version that rolls out worldwide today. United issued seven releases during the beta test, making numerous changes based on user feedback. There were more than 13,000 check-ins during the beta test period. The airline will continue soliciting feedback on the app and expects to roll out additional features later this year to further improve and ease travel for our customers.

As a technology leader, United was the first carrier to offer mobile boarding passes and became the first to introduce boarding passes and flight information in its app for partner airlines. Customers can access boarding passes and flight information for flights on United's Star Alliance partner airlines when flights are booked with connecting travel on United on the same itinerary. The airline also made it easier for customers

to search for fare classes available in the app with Expert Mode, a popular feature from united.com.

Last year, United updated its digital platforms including the [united.com homepage](http://united.com) and [entire mobile website](#) to make them more dynamic and personalized.

For more information about updates to the app, visit the [United Hub](#).

About United

United Airlines and United Express operate approximately 4,800 flights a day to 353 airports across five continents. In 2018, United and United Express operated more than 1.7 million flights carrying more than 158 million customers. United is proud to have the world's most comprehensive route network, including U.S. mainland hubs in Chicago, Denver, Houston, Los Angeles, Newark/New York, San Francisco and Washington, D.C. United operates 770 mainline aircraft and the airline's United Express carriers operate 559 regional aircraft. The airline is a founding member of Star Alliance, which provides service to 193 countries via 28 member airlines. For more information, visit united.com, follow @United on Twitter or connect on Facebook. The common stock of United's parent, United Continental Holdings, Inc., is traded on the Nasdaq under the symbol "UAL".

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