

Jetstar: Enhancing The Travel Experience with Seamless Google Wallet Integration

About Jetstar

Jetstar is a leading low-cost airlines in the Asia-Pacific region, serving millions of passengers each month across multiple countries and languages.



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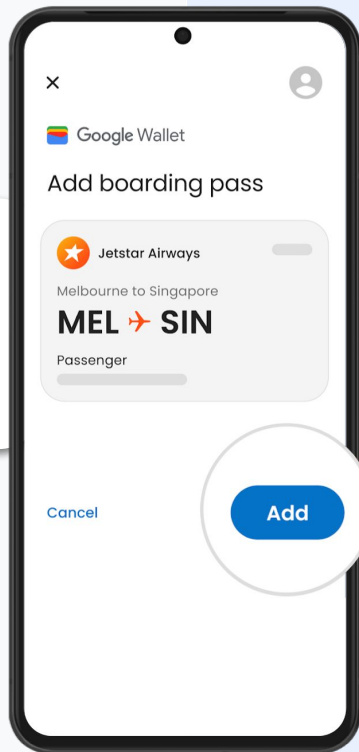
Product Owner - Digital Self Service, Jetstar Airways



With PassKit and Google Wallet, we've made the boarding experience smoother and more reliable for millions of passengers every year — no paper, no hassle, and always up to date.

The Challenge

With several hundred thousands of passengers traveling each month across diverse markets, Jetstar wanted to eliminate the friction and inefficiencies of paper and PDF boarding passes. The airline needed a scalable, secure, and flexible solution that could deliver real-time, personalized passes to travelers through their preferred channels and in their preferred language.



The Solution

Using PassKit's dedicated Flights Protocol, Jetstar implemented an end-to-end digital boarding pass system. This enables instant delivery of wallet passes through multiple channels; including email, SMS, the Jetstar app, and the website booking flow. Each boarding pass is:

- **Secure:** Enhanced with Google Wallet's dynamic barcode security animation for instant authentication.
- **Localized:** Supports multiple languages for a consistent regional experience.
- **Dynamic:** Updates automatically with gate or schedule changes in real time.

The Results

Jetstar's integration with PassKit has delivered measurable benefits across both customer experience and operations:

- **Self Service** boarding pass issuing, reducing paper waste and manual check-in overhead.
- **Higher mobile engagement**, with travelers increasingly choosing to add passes to Google Wallet.
- **Streamlined airport operations**, supported by secure, dynamic, and fraud-resistant digital workflow, and passes that can update to rapidly reflect operational changes.