



One Click between You and Your Perfect Holidays

Customer Overview



Name

Go Travel Un Limited
(Aviasales, JetRadar)

Location

Saint Petersburg, Russia
Phuket, Thailand

Industry

Travel & Tourism

Web

www.aviasales.ru, jetradar.com

Challenge

Facilitate and accelerate the process of booking and buying plane tickets from the mobile app.

Solution

ABBYY Cloud OCR SDK

Results

- More than 10 000 passports processed in 4 months;
- 2 weeks to integrate the feature into the app;
- User-friendly interface.

Russia's largest flight search engine Aviasales (known as JetRadar to the rest of the world) recently decided to lift the extra stress off their clients. Their ultimate goal was to have the fields filled in just in one 'click'.

Challenge

If you ever had to search for flights online, then you have come across Aviasales or JetRadar as it is one of the largest travel search engines gathering airfares from 700+ airlines, 100+ agencies and 5 booking systems. Catering to the most recent trends, they have acknowledged the growing use of mobile apps for searching and booking plane tickets and acted upon it: according to the App Store rankings, their applications rank is in the top 10.

The scale at which Aviasales operate is impressive: their website and apps are used by 5 million people per month, with the users making 400 000 searches per day and spending an average of 30 seconds searching for tickets. Although the search process is very fast and easy, booking and buying tickets from the mobile device used to be a challenge. One problem which bothered most people was inserting their personal details into the database manually. It was crucial to facilitate this step as much as possible.

The idea which occurred to the Aviasales team is ingenious in its simplicity and yet doesn't have any working alternatives: you take a picture of your passport and the app extracts your personal information. Then you wait a few seconds and see all the fields filled in automatically.

But is it that simple in practice? Why is the solution unique? Passports differ from each other just as much as the countries they are made in: variety of backgrounds, field alignments, languages, etc. So the company started looking for a solution which would be flexible enough to take all the differences into account and yet guarantee superb quality.

Solution

Only ABBYY was up to the challenge and already had an ideal solution at hand — ABBYY Cloud OCR SDK. The service is platform-independent (which is crucial for cross-platform applications), famous for its award-winning accuracy, and very easy to implement.

The process of filling in passenger information now only takes 3 simple steps:

1. On the passenger information page the user taps the "New passenger" button and chooses to add information by taking a photo. The user then has to focus the phone's camera on the Machine Readable Zone (MRZ).

Passenger Step 1.

SEX

FIRST NAME

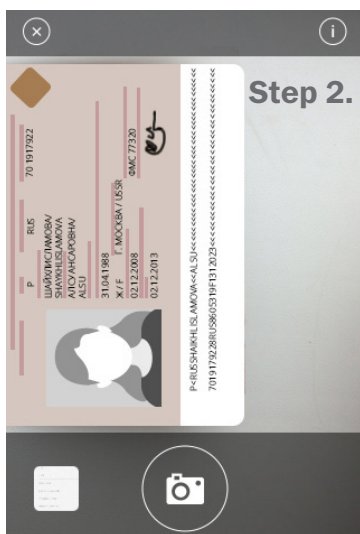
LAST NAME

DATE OF BIRTH

NATIONALITY

DOCUMENT TYPE

Delete Add



Passenger Step 3.

SEX
FEMALE

FIRST NAME
ALSU

LAST NAME
SHAIKHLISLAMOVA

DATE OF BIRTH
31 APR 1988

NATIONALITY
RUSSIA

DOCUMENT TYPE
PASSPORT

2. The user takes a photo of the MRZ. The passport is then processed by ABBYY Cloud OCR SDK, which extracts the necessary data from the photo and inputs it into the corresponding fields in the passenger info page.
3. Now that the passenger information has been filled in automatically, the user verifies that everything is correct and books his or her ticket.

However, while the new Russian passports were being processed, it turned out that ABBYY's 99.9% accuracy was not enough when it came to the recognition results. This was due to the specificity of the new MRZ coding system which encodes some of the Cyrillic letters with numbers. For example, the last name SHEVCHUK (ШЕВЧУК in Cyrillic writing) is encoded as S4EV3UK in the MRZ. ABBYY OCR technology dutifully recognized and extracted it as S4EV3UK, which, of course, was not applicable for booking e-tickets.

Thanks to an open API, the developing team at Aviasales/JetRadar easily added a small script to the system, which now allows to transform the MRZ passenger name coding into traditional spelling suitable for registering for the flight (i.e. S4EV3UK becomes SHEVCHUK).

It took only 2 weeks to integrate automatic filling in of the personal details into the application.

“ABBYY solution has excelled in a real-life working situation and made the life of Aviasales users a bit easier. They don't have to insert their personal info manually anymore. This significantly accelerates and simplifies the purchase of flight tickets!”

Ivan Kozlov, VC Mobile Products

Results

Aviasales/JetRadar is already one of the largest online travel search engines and they continue growing by 200% per year and expanding their customer base. The key to their huge success is getting priorities right: they always put their customers first. Among other things it means foreseeing users' desires and ceaselessly searching for new unique solutions which will make their product stand out.

So in the latest version of Aviasales/JetRadar mobile apps, the users only have to take a photo of a passport, and the app does the rest: it captures passenger's personal details from it and fills in the fields.

Thanks to automatization, in the past 4 months after implementation more than 10,000 lucky users were able to grab those last-minute tickets and make the best of their vacation. On-the-go passport recognition based on ABBYY Cloud OCR SDK is certainly among the features which add extra value to the customer experience and ensure that most smartphone users have the Aviasales or JetRadar brand in their pockets.

About ABBYY

ABBYY is a leading global provider of technologies and solutions that help businesses effectively action information.

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