

Delta Competitive Analysis

Delta App - Android App Reviews

- Prices not converted to local currency
- Doesn't work on tablet
- Sync capabilities
- Refresh crashes on rotation
- Sync to boarding pass
- See all empty seats?

Delta App - iOS App

Welcome to Fly Delta, Delta's award winning iPhone app. With our dynamic Today screen which provides quick access to your boarding pass and other important day-of-travel information, Fly Delta makes travel easier than ever before.

- Enroll in Delta's SkyMiles® program and earn miles every time you travel
- Find, compare and book Domestic and International flights
- Book SkyMiles award tickets
- Purchase Delta Comfort+™ seats and Trip Extras, including in-flight Wi-Fi, Priority Boarding and more
- Reserve Preferred Seats like bulkhead and aisle
- Rebook cancelled flights or missed connections
- Manage your trips, profile and customize your travel preferences
- Check your SkyMiles account balance and current Medallion® status
- Check in, view your eBoarding Pass and add it to Apple Wallet
- Pay for checked bags and track their location
- Check the latest flight status and receive flight and gate change notifications
- Save a photo to remember your parking spot
- Check your status on the upgrade or standby list
- View or change your seat
- Locate Delta Sky Club® lounges
- View interactive airport maps, public transportation details and weather information
- Get detailed info about our fleet and partners
- Map flights en route with an interactive flight tracker
- "Today" gathers everything you need for your day of travel into one convenient place
- "Feed" ensures you always have the latest flight updates, gate changes and more
- View countdown to departure and arrival along with gate and baggage carousel information on Apple Watch

The Fly Delta app for iPhone and delta.com are always free to use on Delta's Wi-Fi-enabled flights. Visit delta.com/app for more information.

Reviews 4.8

- Rated 5-stars - 3 year Diamond traveler so got a lot of experience using the app. Delta's app has been the best I've used, in the US, in Europe, in Asia and in the Middle East. It isn't perfect but beats the competition on usability.
Below are the areas that need the most improvement by Airline Apps as a whole including Delta's App.
 1. Integration with their partner airlines, you might book your whole trip with Delta, but if you fly on one of their partner airlines the app quickly becomes less than useless, just go to paper at that point.
 2. Booking flights on the app works well for simple bookings, however if you want to use miles or certificates, the only use for the app is looking up the flight info to then call Delta to have them book for you.
 3. The app needs to be able to automatically add your boarding pass to your phones wallet.
 4. You should only need one boarding pass. This is 2017, we have computers that know which flights you are on. Shouldn't have to make sure you choose the right barcode.
 5. Airplane mode can cause issues if you try to open your app without an internet connection, often times it will kick you back to a login screen, needs to work better in airplane mode. Overall great app, but the competition is catching up fast and they need to take things to the next level to stay ahead of the competition!
- Delta seem to be unaware of the digital age, their app "forgets" your password when connectivity is limited, which if one had to guess that would be in airports.
- No option to volunteer when flight is overbooked.

Southwest

Book a flight in just a few easy steps to one of our more than 100 destinations with Southwest Airlines. Check in, change or cancel your domestic flights. You can also book and check in when you fly with us to any of our 10 international destinations. Plus, add extras like EarlyBird Check-In®.

Super-Fast Shopping & Booking

Book a trip in just a few quick taps. Use Face ID to make booking even faster!

Everything you need to Travel

Get all the information you need right at your fingertips on the home screen - gate information, boarding position, flight status and more.

Boarding Pass on the Go

No need to visit a kiosk when you get to the airport. Get your boarding pass 24 hours in advance and save it to Apple Wallet.

Inflight Entertainment*

Not sleepy on board? Use the app to take you to our Inflight Entertainment Portal where you can watch Free Live TV¹, listen to Free Music¹, play Free Games, access on-demand TV content², and now watch Movies without having to download a separate app²

*Available only on WiFi-enabled aircraft. Limited time offer. Where available. ¹Due to licensing restrictions, on WiFi-enabled international flights Free Live TV and iHeartRadio may not be available for

the full duration of flight. 2 To view movies and select on-demand TV content, download the Southwest app from the Apple App Store before your flight.

Airport Pickup and Drop-off

Thanks to our partnership with Lyft®, you can now request a Lyft right in the app! You'll know key information like estimated time of arrival and estimated price before booking. More of a rental car person? You can do that in the app, too.

Cars, Hotels, and Vacations

Use our app to quickly book all of your travel needs

Earn Rewards when you Travel

Sign up for Rapid Rewards® and earn points on your flights. You can then use those points to purchase more flights!

United

American Airlines

With the American Airlines app, you're covered with the information you need exactly when you need it. Curious about traffic to the airport? Need a mobile boarding pass? Wondering where the closest Admirals Club® lounge is located? All of this info, and more, is available at your fingertips.

- Dynamic home screen: Knows where you are in your travel journey and gives you easy access to the right tools at the right time.

- Mobile boarding pass: Check in for your trip and retrieve your mobile boarding pass. No need to print, and it's updated along the way.

- Flight updates: Get the latest flight updates by simply retrieving your reservation and allowing American Airlines to send notifications to your mobile device.

- Interactive terminal maps: Navigating airports is a breeze with our interactive terminal maps. Find the closest Admirals Club lounge or get directions to your connecting gate.

- AAdvantage® account details: Review all the details of your AAdvantage account right from the app. Not an AAdvantage member? Sign up today.

- Upgrade your seat: Request and purchase upgrades with ease. Want to see where you are on the list? The app displays the upgrade standby list within four hours of your scheduled departure.

- Seat selection: Select or change your seat within the app. Just pick the one you'd like and change it on the spot.

- Track your bag: Know exactly where your bag is from the time it leaves your hands to when you extend the handle at your final destination.

- Save your reservation: Your recently viewed reservations are automatically saved in the app so you can easily grab the details for your next flight in seconds.

- Quick interactions: The American app utilizes 3D touch and is Apple watch compatible, giving you quick access to the most important info.

- Wi-Fi access in the air: Don't forget on flights with Wi-Fi, you can use the American app and aa.com at no cost.

There's a new group of flyers out there – The World's Greatest Flyers. They know that having the right travel tools contributes to a great experience.

New with iOS10, the sky's the limit with the American Airlines sticker pack! Let friends and family know that you're traveling, headed to the Admirals Club® lounge to take it easy before taking off, snapping photos at 30,000 feet or that you've arrived.

Contact Us: 1-800-222-2377

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