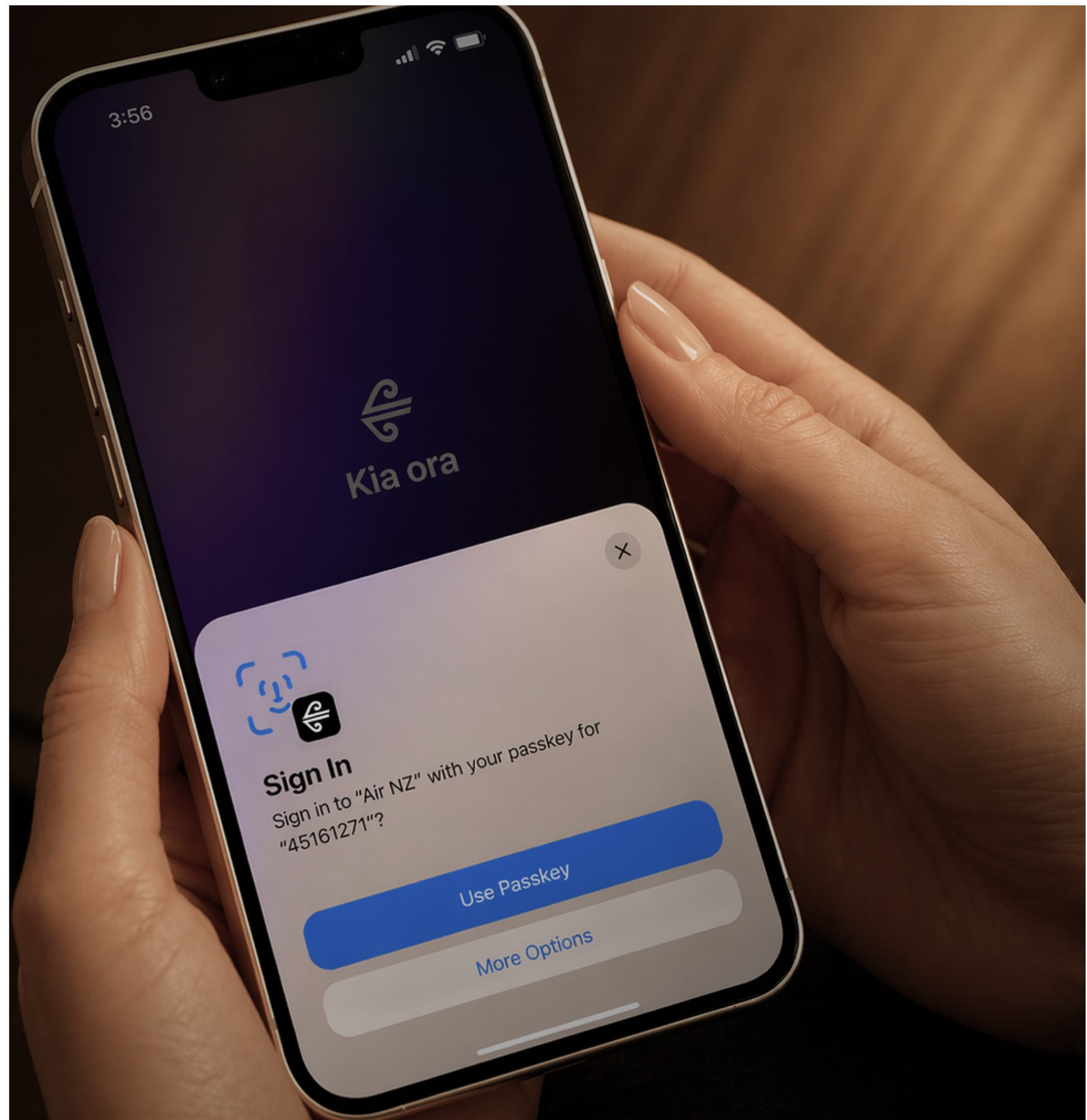


Case Study



May 2023

First airline in the world to offer passkeys

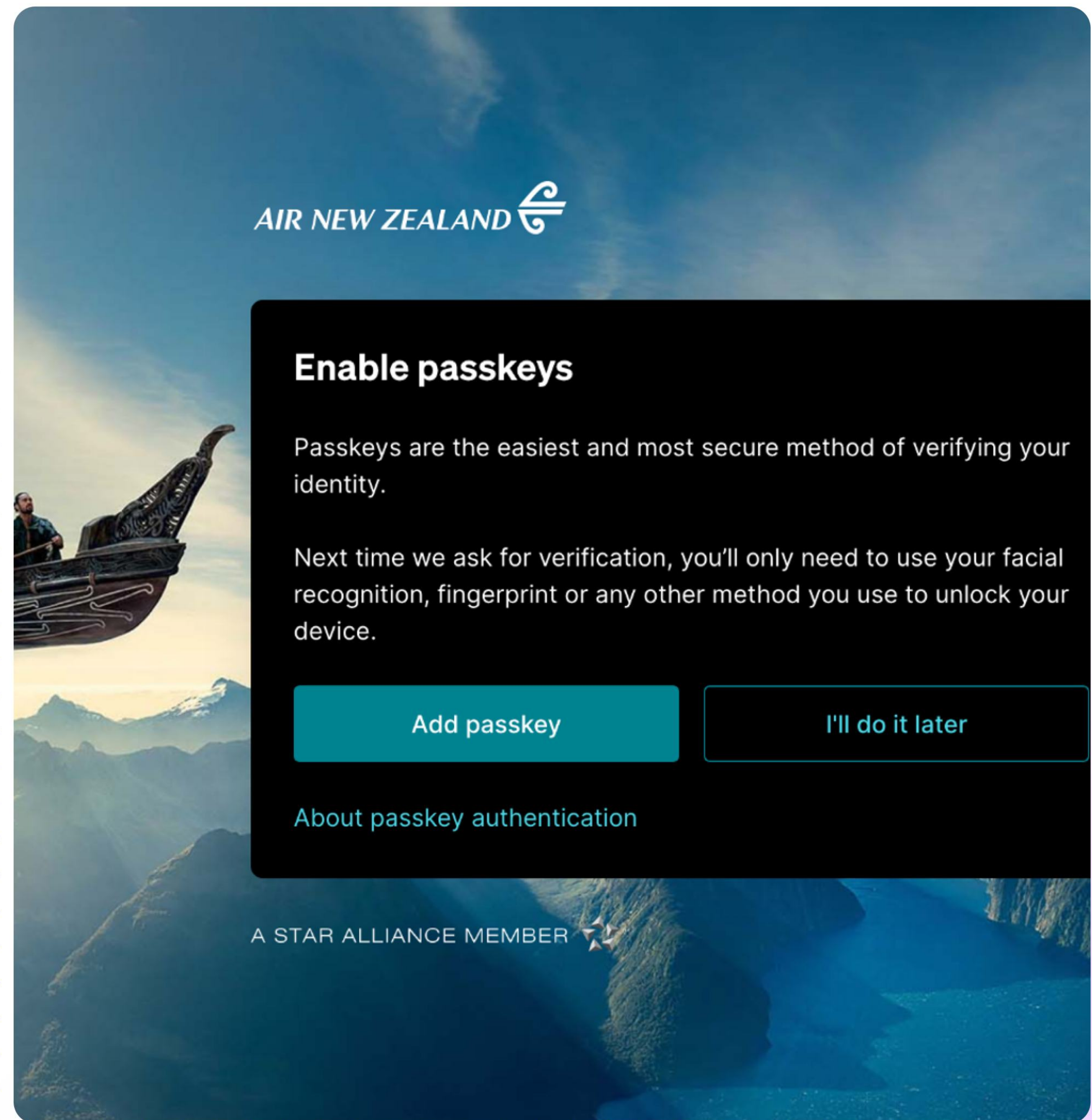
Introduced contextual and step-up Multi-factor Authentication (MFA)

Started with passkeys as an additional MFA factor

Opt-in rates that surpassed expectations

Reduction in customer password reset volumes and customer support volumes, due to passkeys added as an Account Recovery option

One month implementation with existing internal customer identity team and resources



December 2023

Passwordless

Leveraged the success of passkey adoption and high performing MFA conversion rate data. Air New Zealand decided to go passwordless.

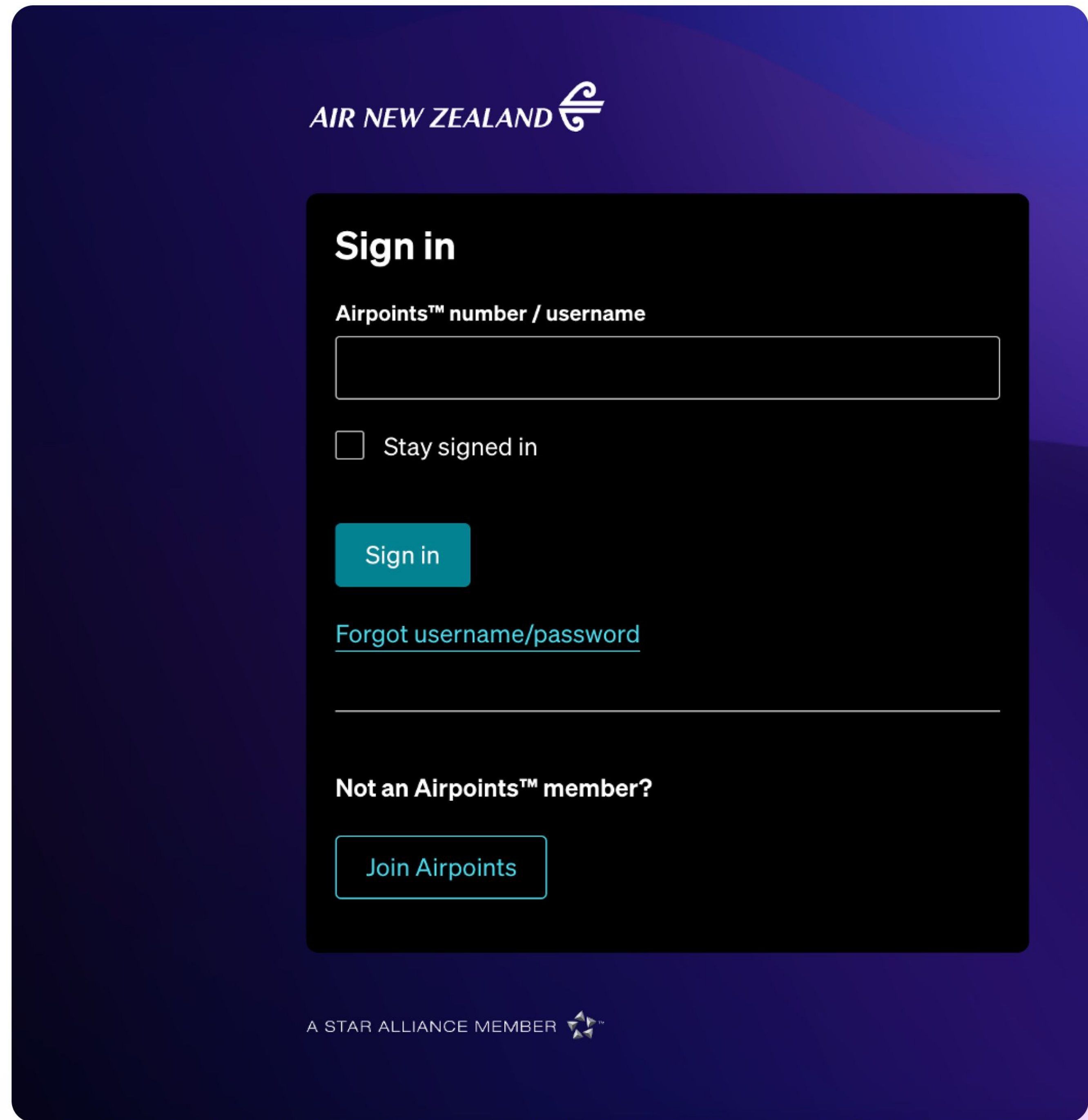
First in the world contact centre Interactive Voice Response (IVR) passkey authentication

- Reduced caller processing time by 30s per call
- Combined interactive call routing to improve queue routing

90%

Reduction on SMS OTP

*Based off combined WhatsApp and passkey use



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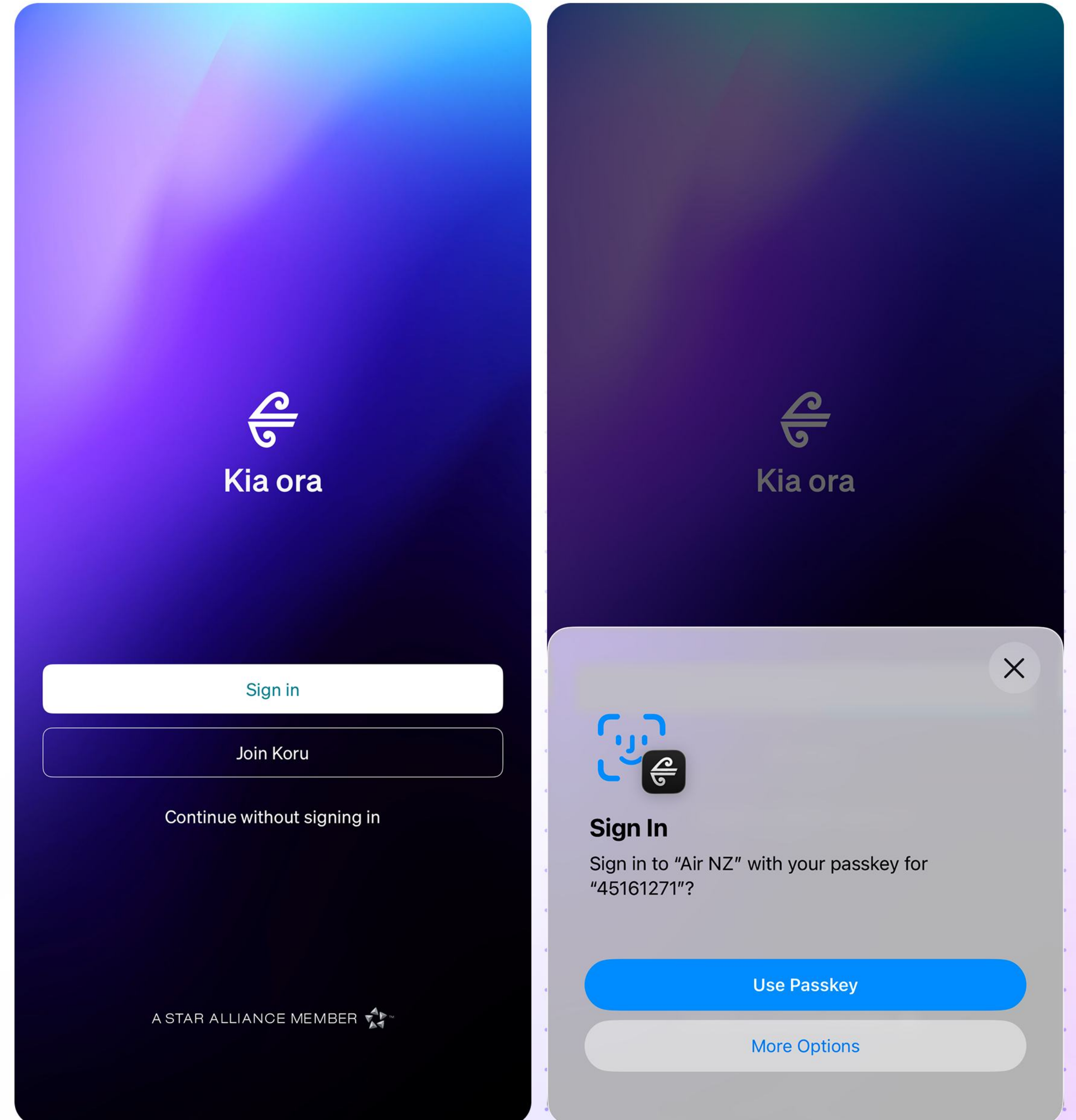
May 2024

Native mobile passkeys

Fully native mobile passkeys experiences allow for highly customized and slick user experiences (UX)

67%

Opt-in passkey rates



Follow the journey

Authenticate FIDO Conference case studies

2024 One Year on with Passkeys: Air New Zealand's Insights and Learnings from a Global Rollout

 [Watch here](#)

2023 Authenticate 2023 Flying into the Future with Passkeys: Air New Zealand's learnings and insights

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