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# CASE STUDY

bahamasair

## Building Bahamasair's Path to a Payment-Ready Self-Service Ecosystem

Digital transformation in aviation does not always begin with immediate financial metrics. Often, it starts by removing structural constraints, stabilizing operations, and establishing the technical foundation required for sustainable long-term commercial growth. With this perspective, Hitit's partner Bahamasair launched a strategic kiosk modernization program. The objective was not simply to replace outdated devices, but to eliminate systemic limitations and prepare airport operations for secure, seamless, payment-enabled self-service.

Delivered in collaboration with Hitit and Emse, the initiative marks the beginning of a broader operational and retail transformation.

### 1. Challenge

***Moving Beyond Common Use Self-Service (CUSS)***

Bahamasair's previous kiosks operated under a traditional Common Use Self-Service (CUSS) framework — an industry-standard architecture designed primarily for shared check-in functionality.

While operationally adequate, the environment lacked the flexibility required for secure Chip & Pin payments and advanced ancillary sales. Passengers requiring paid services were redirected to counters, both increasing congestion and limiting the commercial potential of self-service touchpoints. Network instability and aging infrastructure further constrained performance.

Strategically, the airline sought to modernize airport operations, strengthen payment security, reduce manual intervention, and transition toward cashless front-end processes.

**"Bahamasair's objective is to leverage innovative technology to enhance the operational and financial efficiency of its processes, whilst also meeting and exceeding customer expectations for a seamless, convenient experience when doing business with the airline. We recognize and appreciate the collaborative efforts of Hitit and Emse, and we look forward to participating in or benefiting from future industry-advancing initiatives that may emerge from this partnership..."**

**-Shevon Cambridge**
**Deputy Managing Director of Bahamasair**

## 2. Transformation Approach

***Integrating Hardware Intelligence with Airline Systems***

Instead of upgrading within CUSS constraints, the partners implemented a unified model that combined specialized kiosk hardware with real-time airline system integration.

Emse deployed custom-built, high-performance kiosks, each equipped with a secure Chip & Pin payment terminal, integrated baggage scales, and a modern interface optimized for high-traffic environments. The devices meet global banking security standards whilst minimizing maintenance downtime and time-wasting administrative complexity.

Hitit enabled direct integration with its Passenger Service System (PSS) and Departure Control System (DCS). Through a robust API framework, kiosks now retrieve booking data instantly, dynamically display ancillary options, process secure payments, and issue Electronic Miscellaneous Documents (EMDs) — fully synchronized with the airline's central systems.

The Emse-Quavis Kiosk Management software running on the kiosk, as a "Customized" software pack, will also provide firsthand support for Bahamasair's future-specific development needs. This unified "Hardware + Software" architecture removes the restrictions – technological ceiling - previously imposed by old legacy CUSS environments.

## 3. Initial Impact

***Stabilizing Processes and Enabling Commercial Readiness***

The structural improvements are already significant. Passengers can now complete check-in and paid services within a single self-service flow. Secure payment processing is embedded directly into the kiosk experience, eliminating previous counter dependencies. Operational processes are more stable and predictable, reducing friction and strengthening system reliability.

From an operational perspective, the Project significantly reduces boarding times, which – as a consequence – largely prevent flight delays, and results in savings both on boarding staff expenses and counter/gate rental costs (IATA reports show that Self Service Systems provide a minimum USD $2.50 saving in boarding costs per passenger).

**"Sustainable digital transformation begins with system integrity. By embedding secure financial transactions directly into the airline's core ecosystem, we ensured that commercial flexibility is built on operational control and scalability."**

**Nevra Onursal Karaağaç**
**CEO of Hitit**

## 4. Future Impact

***Enabling for Long-Term Retail Evolution***

This initiative represents the first stage of a broader transformation journey.

By combining airline-grade system intelligence from Hitit with purpose-built hardware from Emse, Bahamasair has moved beyond legacy limitations and positioned its airport touchpoints for progressive commercial activation.

The project demonstrates that meaningful transformation begins by closing foundational gaps, modernizing infrastructure, embedding secure payment capability, and aligning physical touchpoints with contemporary airline retail strategy.

With this structural groundwork in place, Bahamasair is equipped to systematically expand its self-service and ancillary monetization capabilities – without serious constraints – in a controlled, scalable, and strategically aligned manner.