

Magellan Jets Plans 1Q20 Mobile App Launch

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U.S. Northeast-centric jet card provider Magellan Jets is currently beta testing a new customer service app that it plans to roll out in the first quarter. While fully capable of seamlessly booking flights on mobile devices, president and co-founder Anthony Tivnan told **AIN** the as-yet unnamed app aims to simplify interactions with customer service representatives in making the detailed arrangements by telephone that many of its clients prefer, rather than automate the process.

Its iOS- and Android-compatible app is being developed by internal IT staffers and two outside companies. One vendor is handling the in-house side of the interface, which is now in beta testing. Another vendor is developing the customer side, with testing of that portion to start next month with about 10 customers who signed up for the beta trial.

Speaking in New York City during a Wednesday reception to promote the company's Elevate membership program that was introduced in May, Tivnan attributed the downfall of some brokers' B2C mobile platform ambitions on the lack of adequate back-end interfaces.

The Boston-based charter broker offers access to light through large-cabin business aircraft. Its Elevate membership features include fixed hourly rates; no blackout, peak days, or interchange fees; and access to Sikorsky helicopters.