



## e-AWB Best Practice Check List

- Develop and utilize internal tracking reports
  - Opportunity reports showing penetration by station/customer
  - Adoption reports to share with partners
- Set internal Goals-system wide/region/city level and monitor performance on a monthly basis
- Select and utilize station level e-AWB Champions on Sales/Ops side to be one-point contact to deal with customer and head office
- Conduct internal contests to drive excitement and attention while promoting collaboration
- Create FAQ document to address common questions
- Have a centralized activation process with specific activation request template for field to fill out to capture relevant information
- Implement click through agreement in online services portal allowing customers to do e-AWB with airline on per transaction level. Benefits the small forwarders (low transactions) to do e-AWB and also counter sales shipments.
- Celebrate successes-i.e. Provide certificates to stations that achieve their e-AWB penetration targets
- Encourage strong collaboration with Global customers to push for network e-AWB penetrations at branch levels.
- Receive newly signed agents list from IATA and send e-AWB invite blitz to respective market for follow-up
- Implement XML messaging if you haven't already
- Have station level meetings of local e-AWB champions to discuss processes, share best practices and address local challenges
- Ensure your locations are capable and supporting the Single Process for true e-AWB