Connecting the Customer Experience, in Flight

Oliver Ranson, Monetization Expert, Inflight VR
Ursula Silling, Chief Commercial Officer, Kenya Airways
Don Buchman, General Manager, Commercial Mobility, Viasat

MODERATOR: Marc Heinicke, Assistant Director, International Marketing, IATA
HOW CAN AIRLINES & SUPPLIERS work together to achieve better results, faster?

IATA GAPS, WAW, October 2019
Pain

1. Suppliers don’t understand airline managers’ priorities & managers only focus on one/two domains
2. There is too much information transfer & too little discussion of value & fit
3. As a result, airline procurement takes too long & outcomes are a lottery for both airline & supplier
Prescription 1

1. Suppliers should understand how their product fits in with the airline’s network & fleet

2. Airlines can help by sharing fleet information that is almost public domain (e.g. LOPAs & GLPs)

3. **Top tip:** The airline’s schedule influences everything else – before meeting airlines, suppliers can analyse the schedule using publicly available data that is available for sale
Prescription 2

1. Suppliers should define success criteria for trials to help airlines easily make a buy/no-buy decision

2. Airlines can help by ensuring their crew are fully aware of & motivated by new products

3. **Top tip:** To understand an airline’s passenger flows & market segments before meeting a customer, check out IATA’s Direct Data Solutions for the routes in their network that you found from the schedule data
Prescription 3

1. Suppliers should provide messages that clearly show how the product benefits an airline & it’s passengers

2. Airlines can help by showcasing the product & it’s benefits in menus, magazines & the galley

3. **Top tip:** Focus on benefits, not technical features, to not only excite passengers but also to help the airline managers deciding whether or not to buy imagine how they would enjoy using the product as well
1. Suppliers should show how they support revenue growth through both P&RM & ancillary mechanics

2. Airlines can help by validating the supplier’s assumptions & creating a revenue-focused case together

3. **Top tip:** Airline product managers & suppliers who understand both pax-ex & retailing methods are in a strong position – go to both IATA GAPS & AIRS because they are more closely related than you think
Thank you for your attention.

Oliver Ranson – Monetisation Expert Inflight VR
oliver.ranson@inflight-kr.com

Ursula Silling – Chief Commercial Officer Kenya Airways
ursula.silling@kenya-airways.com
Appendix.
Safety

1. Connectivity with Cabin Crew
   Loss of situational awareness is eliminated through a two-way connection between the cabin crew and the passengers.

2. Certified by authorities
   European regulators have authorized VR in flights.
Join us for a coffee break in the exhibition
Intelligent Disruption Management

Mathieu Beynel, Tribe Product Owner, Partnership Manager & Product Marketing Manager, Amadeus
Guy Kavanagh, Head of Commercial & Operational Efficiency, Amadeus
Kateryna Myrokenko, Product Manager, Digital Disruption Recovery Solutions, Amadeus
Mike Blanchard, Business Development Manager, 15below
Ric Van Slooten, Business Executive, Stranded Flight Solutions
Intelligent Disruption Management
Meet our speakers

Guy Kavanagh
Kateryna Myronenko
Mathieu Beynel
Mike Blanchard
Ric van Slooten
Top 3 factors that impact airline brand perception

- Customer interaction: 54%
- Aircraft quality and interior: 66%
- On-time performance: 75%

Source: IATA Global Passenger Survey 2015
60bn\$ globally ...estimated yearly cost of disruption to airlines

50%-60% of the cost of disruption estimated to be loss of customer goodwill

Source: Amadeus white paper “Shaping the future of Airline Disruption Management (IROPS)”
Services that could best improve travel disruption experience:

- Real-time, accurate travel notifications (54%)
- Automatic flight re-booking and providing new boarding passes (46%)
- Face-to-face interaction with an airline agent who will arrange further travel details for you (39%)
- Receiving hotel accommodation (38%)
- Receiving meal vouchers (26%)
- Receiving airport services and restaurant/retail/service concession options (e.g., massage, pedicure, shops, lounges) (22%)
- Baggage tracking information (17%)
- Receiving transportation service from the airport (15%)
Time is of the essence
Meet our passengers

Barbara  Simon  Vincent
<table>
<thead>
<tr>
<th>Flight</th>
<th>Flight date</th>
<th>Impacted legs</th>
<th>Status</th>
<th>ETO</th>
<th>ETD</th>
<th>ETA</th>
<th>ETD</th>
<th>ETA</th>
<th>Impacted pas</th>
<th>Situation</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY367/O</td>
<td>09-Sep-2019</td>
<td>HEL-HEL</td>
<td>Cancelled</td>
<td>08:00</td>
<td>-</td>
<td>10:50</td>
<td>-</td>
<td>-</td>
<td>88</td>
<td></td>
</tr>
<tr>
<td>AY9888</td>
<td>09-Sep-2019</td>
<td>HEL-FRA</td>
<td>Delayed</td>
<td>07:30</td>
<td>08:10</td>
<td>08:10</td>
<td>10:40</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AY9887</td>
<td>09-Sep-2019</td>
<td>HEL-LHR</td>
<td>Cancelled</td>
<td>09:00</td>
<td>-</td>
<td>10:10</td>
<td>-</td>
<td>-</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>AY1340</td>
<td>09-Sep-2019</td>
<td>LHR-HEL</td>
<td>Delayed</td>
<td>07:30</td>
<td>11:00</td>
<td>12:25</td>
<td>10:00</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AY9888</td>
<td>09-Sep-2019</td>
<td>HEL-ART</td>
<td>Cancelled</td>
<td>16:45</td>
<td>-</td>
<td>18:00</td>
<td>-</td>
<td>-</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>AY512</td>
<td>09-Sep-2019</td>
<td>SIN-HEL</td>
<td>Cancelled</td>
<td>23:30</td>
<td>-</td>
<td>08:10</td>
<td>-</td>
<td>-</td>
<td>134</td>
<td></td>
</tr>
<tr>
<td>AY9888</td>
<td>09-Sep-2019</td>
<td>HEL-FRA</td>
<td>Cancelled</td>
<td>20:00</td>
<td>-</td>
<td>22:00</td>
<td>-</td>
<td>-</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>AY9885</td>
<td>09-Sep-2019</td>
<td>HEL-SIN</td>
<td>Cancelled</td>
<td>23:50</td>
<td>-</td>
<td>01:00</td>
<td>-</td>
<td>-</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>AY967/O</td>
<td>05-Sep-2019</td>
<td>HEL-HEL</td>
<td>Cancelled</td>
<td>09:50</td>
<td>-</td>
<td>10:50</td>
<td>-</td>
<td>-</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>AY8010</td>
<td>05-Sep-2019</td>
<td>SIN-HEL</td>
<td>Cancelled</td>
<td>10:10</td>
<td>-</td>
<td>15:00</td>
<td>-</td>
<td>-</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>AY8697</td>
<td>05-Sep-2019</td>
<td>HEL-LHR</td>
<td>Cancelled</td>
<td>09:00</td>
<td>-</td>
<td>10:10</td>
<td>-</td>
<td>-</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>AY1340</td>
<td>05-Sep-2019</td>
<td>LHR-HEL</td>
<td>Delayed</td>
<td>07:30</td>
<td>11:00</td>
<td>12:25</td>
<td>10:25</td>
<td>0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Pending situation

No selected events
What does it bring to an airline?

- Virtually instant transfer to viable solution
- No need in extended support team
- Scales to any type of disruption
What does it bring to passengers?

- Decreased stress of unknown
- “They took care of me!”
- Fast protection
What would happen to Barbara next?

How do we personally advise Barbara of this change and minimise stress (for her and airline staff)?
Delivering Barbara’s personal notification...

- Categorise
- Contact details
- Channels
- Templates
- Action
- Timing
Delivering Barbara’s personal notification...

- Categorise
- Contact details
- Channels
- Templates
- Action
Barbara’s personal notification...

• **Timing**

**Example #1**
- Passenger flight leaves on 8th April at 16:23
- Event triggered on 8th April at 14:50
- Notification is sent on 8th April at 06:00

**Example #2**
- Passenger flight leaves on 8th April at 06:47
- Event triggered on 8th April at 01:30
- Notification is sent on 8th April at 01:30
Barbara’s experience...
There has been a change to your booking

Booking reference: J2GKV

Dear Barber,

We regret to inform you that unfortunately we have had to make a change to your booking. Your flight to Frankfurt will now depart at 16:00 on Wednesday 6th September 2021.

New itinerary:

- Departure: HKG
- Arrival: FRF
- Flight time: 1 hour 45 minutes

We appreciate your understanding and will send you an email with further details.

Thank you.

Finnair
Warning

Please check the information below:

- Your Itinerary has been disrupted and you have been successfully rebooked, please review your new itinerary.

Your trip summary

Your cancelled flight
Hong Kong to Frankfurt  • Wednesday, September 4, 2019

Your proposed flight
Hong Kong to Frankfurt  • Wednesday, September 4, 2019

09:10 18:35
HKG FRA
1 stop

Duration 15h20m
Operated by Finnair

Confirm Itinerary  Search for more itineraries

Passenger

Barbara Moreno
Adult
BOOKING CONFIRMATION

BOOKING REFERENCE: JCBGK5

Dear Barbara,

Thank you for confirming the changes to your flight from Hong Kong to Frankfurt at 09:30 on Thursday 5th September. Attached to this email are your new boarding passes.

For your reference, please find your new itinerary below:

NEW ITINERARY

**DEPARTS**

HKG  

**ARRIVES**

HEL  

Thursday 5 September 2019  

**DEPARTS**  

09:10  

Hong Kong International  

**ARRIVES**  

14:45  

Helsinki-Vantaa  

Terminal 2  

**DEPARTS**  

AY9999  

**ARRIVES**  

AY102  

10:29  

Helsinki-Vantaa  

Terminal 2  

Class Business
Back at airline HQ...

- Transactional report
- Transactional history
- PNR actions – including:
  - remark PNR
  - re-issue booking confirmation
  - remove from queue
What does it bring to Barbara?

Informed

Empowered

Travel Ready
And to an airline?

Loyal customers

No queues at the counters/on the line

Rules and policies applied
And what about Simone?
It’s a demo time!

Powered by SFS
Global Service Recovery Platform

**Communication**
Personalized airline branded global communication

**Hotel Inventory**
Flexible real time with flexible Room management

**Recovery Services**
Branded printed or mobile vouchers: Hotel, Transport and Refreshments

**Service Support**
360 passenger view, Service recovery overview

**Postflight feedback**
NPS score

**Reporting & control**
Insights, Cost management
THE DISRUPTION

CHALLENGES
9 years in business with a dedicated team bringing more than 100 years of IT travel experience.

We take care of your passenger by:
- Covering control to operating centre
- Covering the passengers in need of recovery
- Covering notifications
- Covering policies in platform
9 years in business with a dedicated team bringing more than 100 years of IT travel experience.

We take care of your passenger by:
- Covering vouchers
- Covering hotel accommodations
- Covering pay-out (ATM)
- Covering accounting
- Covering proof of what you have given to the passenger

More in near future (NFC)
Amadeus – SFS partnership

“Addressing the different needs of the market”

Complement the DCS compensation solution

• Digital Customer Engagement Workflow
• Functionally advanced capabilities in non air recovery
• We start at the cancelation (or delay)

• Airline Partnership benefits
  • Simplified integration procedure with Amadeus via Web Services
  • Certified web services
  • Fast time to market
SFS360 complements Amadeus

Where SFS product brings value

**Customer Care Market**
- Service providers (hotels) have access to a marketplace
- Dynamic update of Inventory
- Dynamic pricing update possible to enhance hotel attractiveness in market
- Cost savings to airlines due to implicit auction process

**Monetary compensation**
- Cash pick-up on ATM

**Virtual Credit Card (Service Vouchers)**
- Instead of fixed value paper voucher, virtual credit card issued
- VCC with maximum credit limit and configurable expiry date / merchant control
- Airlines charged up to the value used on the card (cost savings expected)

**Hotel Pricing and Shared Meal / Transportation Packaging**
- Hotel Prices published for to better support agent decisions
- Hotel inventory available
- Meal and Hotel Transportation package available (price plans available)
- Cost savings expected

**Digital Customer Engagement Workflow**
- Email and SMS notification to passengers with issued voucher details
- Digital Self-issuance workflow under prototype
- Enhanced Passenger Satisfaction
The challenges in managing disruptions

- Passenger personalized real-time information
- Ground Staff clear directions how to proceed
- Customer Service having information for seamless service
- Accounting in control and transparency
Remember Vincent?
Mobile Companion
What does it bring to Vincent?

Face-to-face support

No need to queue
And to an airline?

360° picture view on the context

Personalized service
CUSTOMER EXPECTATIONS

Rapid Reprotection
ensuring that the passenger is travel ready for their new journey

Passenger Empowerment
Offering the passenger a choice to decide what suits them best.

Compensation
Automated and electronically delivered compensation

Communication
Timely and context driven multi channel communication
The whole organisation is affected by disruption, so needs to be involved in improving the situation.
Have a clear business case for change, with a good understanding of what makes up the added value, this can then be mapped against the business problems as and when they’re solved.

**Cost Reduction**
- Reduced mishandled bags = 1.32
- Lower costs for rebooking to partners = 1.12
- Reduced compensation = 2.3
- Lowered fuel costs = 0.73

**Productivity Gain**
- Faster re-accommodation = 0.85
- Pax handling time = 0.12
- Flight preparation = 0.2
- Increased Self Service = 1.7

**Revenue Protection**
- Fewer Refunds
- Keep Loyal Pax
- Xbag Collection

[Holistic OTP approach added value summary (in M$)]

- 10.62
- 5.47
- 2.87
- 2.28

- ILLUSTRATIVE -
“Be like a duck. Calm on the surface, but always paddling like hell underneath”

Michael Caine
A great journey walking together

Thank you.
Join us for lunch in the exhibition
Airport Community Approach in Emergency Response Planning

Dimitrios Sanos
Product Manager Airport & Ground Operations Training, IATA
ACERR
Airport Community Emergency Response Readiness
Emergencies do not start and end on the tarmac

Are Airport Communities prepared for aircraft emergencies at the airport?
Emergencies are not only aircraft crashes

Are Airport Communities prepared for runway or airport closure? (Business continuity)
Emergency Plans are not activated only for accidents

Some simple statistics:

- At Newark, 50 flights made emergency landings while 34 emergencies were declared at LaGuardia during the a 20 week period.

- 29 Emergency landings at Heathrow after accidents or incidents, of varying seriousness in a year.

<table>
<thead>
<tr>
<th>Year</th>
<th>Fatal Accidents during takeoff or landing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>2</td>
</tr>
<tr>
<td>2017</td>
<td>2</td>
</tr>
<tr>
<td>2016</td>
<td>3</td>
</tr>
<tr>
<td>2015</td>
<td>0</td>
</tr>
<tr>
<td>2014</td>
<td>2</td>
</tr>
<tr>
<td>2013</td>
<td>7</td>
</tr>
<tr>
<td>2012</td>
<td>3</td>
</tr>
<tr>
<td>2011</td>
<td>4</td>
</tr>
<tr>
<td>2010</td>
<td>5</td>
</tr>
<tr>
<td>2009</td>
<td>8</td>
</tr>
<tr>
<td>2008</td>
<td>8</td>
</tr>
</tbody>
</table>
### Regulatory framework is there

<table>
<thead>
<tr>
<th>ICAO standards with limited impacts</th>
<th>Regional and National Aviation Authorities standards and regulations</th>
<th>IATA standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>• ICAO Doc 9137: ASM, Part 1 - Rescue and Fire Fighting</td>
<td>• EASA – Acceptable Means of Compliance (AMC) and Guidance Material (GM)</td>
<td>• IATA AHM 619 (Guidelines for Producing Emergency Response Plan(s))</td>
</tr>
<tr>
<td>• ICAO Doc 9137: ASM Part 5 - Removal of Disabled Aircraft</td>
<td>• FAA Advisory Circular 150/5200-31</td>
<td>• IATA AHM 620 (Guidelines for an Emergency Management System)</td>
</tr>
<tr>
<td>• ICAO Doc 9137: ASM, Part 7 - Airport Emergency Planning</td>
<td></td>
<td>• IATA AHM 633 (Guidelines for the Handling of Emergencies Requiring the Evacuation of an Aircraft During)</td>
</tr>
<tr>
<td>• ICAO Doc 9998 ICAO Policy on Assistance to Aircraft Accidents Victims and their Families</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• ICAO Doc 9998 ICAO Policy on Assistance to Aircraft Accidents Victims and their Families</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• ICAO Doc 9481 Emergency Response Guidance for Aircraft Incidents involving Dangerous Goods</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

*Pathway - The Transforming Airport*
During an ‘Airport’ Emergency, Key stakeholders have different Emergency Response Plans (ERP)

- Too many Stakeholders:
  - Airline
  - Airport Authority
  - Ground Service Providers
  - CAA, AFFR, Police/Security/Coastguard, Immigration
  - Medical Services/Hospitals, Civil protection agencies, Clerical support, Logistics Support.

- Most of the times Airlines have reduced numbers of own staff (if any) present at their destinations.

- Diversity of ERPs
  - Airline ERP
  - Airport ERP
  - GSP ERP
The need

Airport Community to be:
• Compliant
• Aligned
• Trained
• Prepared

Airport Community need to:
• Provide what passengers need
• Provide what Airlines’ needs
• Learn from real events

The solution

Recognition of Readiness for the Airport Community
• Training of Stakeholders’ ERP managers
• Assessment of Current Airport ERP, ERP Resources, Systems, and Facilities
• Gap analysis between Regulations and Standards
• Misalignment Analysis between Stakeholders’ ERP and airline ERPs

Optional full scale ERP Exercise
ACERR Recognition

**Analysis**
- Collection of AP ERP and linked ERPs from Stakeholders
- Assessment of Current AP ERPs
- Assessment of Resources, Systems, and Facilities
  (When possible: Observe a full exercise)

**Improvement of skills**
- Training of Airport Community Representatives
  - Regulatory requirements
  - Coordination an inter-dependency
  - Roles and responsibilities of Airports and GSP
  - Emergency Response leadership skills
  - Tasks – actions – workplaces
  - Notification – alarm – alarm plans
  - Special assistance team / Humanitarian Response
  - Communication
  - Drafting a plan
  - Training and exercises
  - Business Continuity

**ACERR Recognition**
- Final presentation
- Gap analysis
- Implementation of corrective actions
- Review every 2 years

*Pathway - The Transforming Airport*
The members of Airport Community

- Primary Stakeholder: Airport Operator (Airport Authority)

- Airport Authority to invite:
  - CAA
  - AOC (Airport Operation Committee) (also known as AUC, users committee)
  - AOC (Airline Operating Committee)
  - Home based carrier(s)
  - Airlines who have local staff
  - Ground Services Providers
  - AFFR, Police, Medical Services
  - Neighboring forces

- Insurance companies:
  - Direct cost of response
  - Recovery cost
The benefits

For Airlines

• Proven improvement of Airport Readiness to respond
• Compliance with requirements
• Verification that resources and materials are available
• (If Insurance companies endorse it: Lower Insurance cost)

For Airport communities

• They can offer better service to Airlines and Passengers
• Make better use of resources
• Solve chronic issues with ERP discrepancies, Exercises, coordination and participation of local stakeholders
• (If Insurance companies endorse it: Lower Insurance cost)
The next steps:

• Pilot will be run at a mid-sized airport

• Evaluation of results and consultation with key stakeholders

• Fine tuning of ACERR process

Dimitrios SANOS
Senior Product Manager
Airport, Fuel & Ground Operations Training and Publications
sanosd@iata.org
International Air Transport Association
Geneva, Switzerland
Join us for a coffee break in the exhibition
Baggage Information XChange

Andrew Price, Head of Global Baggage Operations, IATA
Rodolphe Guyard, IMO AFBag and Biometrics Manager, Air France
Mark Matthews, Director Customer Planning Operations, American Airlines
Baggage Innovation in Airports
Operational Performance Improvement via Data, Analytics & Visualization
There are differing levels of innovation in our industry

All innovative, some just more than others
Data Acquisition

Capturing as much data as possible about every step of the baggage journey, from pre-travel planning...
Data Acquisition

...through acceptance...
...through every step of the baggage journey...
We are the catalyst that enables and inspires team members to Elevate the Customer Experience.
Now, with a large cache of data and some enhanced data visualization, machine learning has created immense opportunities for ops performance improvement.
Real-Time Data Analysis

Data for a given airport can then be analyzed in real-time, to provide operational decision making support to those teams on the frontline, essentially, allowing for “exception management”. The criteria may vary by airport, example below for one AA Hub...

**Baggage Related**
- Time to Departure
- Current terminal
- Departure terminal

**Flight Related**
- Stage length
- Available Turn-Time
- Fleet Type
- Departure Time
- Departure Terminal

**Pier Related**
- Manual Scan at Pier
- Arrival Order at Pier
- Number of bags at pier
- Number of flights at pier
Real-Time Data Analysis

- # of Bags at Pier (100%)
  - Time to Dep <22.5 (13.1%)
    - Same Terminal
      - # bags, same flight >5
      - # bags, same flight <5
      - Not Scanned
    - Other Terminal
      - # bags, same flight >5
      - # bags, same flight <5
      - Not Scanned
  - Time to Dep 179-22.6
    - Same Terminal
      - # bags, same flight >5
      - # bags, same flight <5
      - Not Scanned
    - Other Terminal
      - # bags, same flight >5
      - # bags, same flight <5
      - Not Scanned
  - Time to Dep >22.5 (86.9%)
    - Same Terminal
      - # bags, same flight >5
      - # bags, same flight <5
      - Not Scanned
    - Other Terminal
      - # bags, same flight >5
      - # bags, same flight <5
      - Not Scanned
We are the catalyst that enables and inspires team members to Elevate the Customer Experience.
Lessons Learned & Advice

Not every bag *needs* to be rescued

Not every bag *deserves* to be rescued, prioritization required

Process gaps and human factors influence can be immense

Feedback is essential to machine learning
We are the catalyst that enables and inspires team members to Elevate the Customer Experience.
“Air France and Paris Aéroport have a common challenge in terms of customer satisfaction and the smooth running of our operations”

AF COO Alain-Hervé Bernard
Giving more information to our customers about their luggage:

Check-in

IATA RESOLUTION 753

DEPARTING FROM CDG

Medium haul end 2020

100% tag RFID long haul

FROM OUTSTATIONS

BOD LYS NCE MRS TLS NTE

Deployed Deployed SKYPRIORITY Planned

TO KNOW

- Julian date & LPN encoding
- Printers in “auto mode”
- BSM not fed yet with TID (1A 2020)

MAIN DIFFICULTIES

- Auto mode lost upon printer switch on/off
- RFID tag quality control
DEPARTING FROM CDG
RFID CNT: 100% RFID / LOC: end 2020

FROM OUTSTATIONS
- Direct BPM retrieval with Airports
- SKYTEAM platform (planned)
- Opportunity to create a “soft association” if not encoded yet

MAIN DIFFICULTIES
- The data collection is not yet a standard
- Readers “tuning” for Airport

TO KNOW
- Reading rate 2019 > 99% confirmed
- Misread = 4 mn lost before

Hybrid readers RFID + Optical (no OCR)
DEPARTING FROM CDG
- 100% AF BRS (bar code reader)
- Various POC for scan facility (gloves ...)
- RFID for loader: not yet a priority

FROM OUTSTATIONS
- AF BRS + BRS of providers
- Direct BPM retrieval with providers
- SKYTEAM platform (planned)
- Opportunity to create a “soft association” if not RFID encoded yet (POC)

MAIN DIFFICULTIES
- The accuracy of this BPM remains a challenge
- The data collection is not yet a standard in the product
Bag Claim

ARRIVING AT CDG
- RFID only at bag claim (100% mid 2020)
  - soft association possible
- RFID ULD tracking at gallery entrance
- RFID ULD tracking when unloading (POC)
- RFID on loaders for BULK is not yet a priority

FROM OUTSTATIONS
- SKYTEAM platform for RFID BPM (planned)
- Direct BPM retrieval (ATL)
- IOT with ULDs for unloading and bag claim (POC)

TO KNOW
- AF ULDs are equipped with RFID since 10 years

MAIN DIFFICULTIES
- The capacity of tracking at arrival depends on the RFID deployment in Outstations and their BRS coverage and the data exchange capacities
RFID Business Case

- NEW RFID tags
- NEW Scanners
- RFID Printers
- TID management
- Permanent bag tag enabler (& EBT...)
- Reso. 753 enabler
- Speed-up SBD
- Reliability
- More tracking points
- Less maintenance
- Less mishandled bags
- Less manual indexation
Baggage Tracking in China Southern Airlines

Oct.17,2019
China Southern Airlines

**Fleet Size**
840+
No.3 Worldwide

**Passenger Volume**
140 million in 2018

**Operation Safety**
Flight Safety: 21+mln hours, 19+ years
Air Defense Safety: 24+ years
Best safety record in China

**Flight Network**
750+ routes to 220+ dest.
in 44 countries and regions;
2000+ departures daily

*Fleet size and passenger volume include Xiamen Air. Operation Safety data updated until 2018.*
Track your luggage with RFID

- Baggage Reconciliation System (BRS)
- The exploration of RFID technology
- Affection of using RFID tags
- Electronic baggage tag (EBT)
- Information Display
China Southern BRS

Pilot project with Guangzhou hub in 2015

- System Individuality
- System Expansibility

Achievements

- 25 stations
- 238,600 passengers/day
- 12,900 luggages
- 121 routes and 700 flights/day
The exploration of RFID technology

- Guangzhou hub adopted the RFID tag of transferred luggage in mid-July 2018
- September 2019
Benefit of using RFID tags

Bar code reading successfully
- Pure optical code reading rate is less than 80%
- Code reading rate of RFID tags has reached over 98%

Reduction of delayed luggage
Declined up to 90%
Electronic baggage tag (EBT)

- Check in and pre-register your luggage
- Long-term use
- Self check-in your luggage at the airport.
- Reduce baggage check-in errors.
Information Display

**Perspective of Customers**
- Collection
- Loading
- Transit
- Delivery

**Perspective of Employees**
Pre-identify difficulties
Future Development

**Break even point**
- High cost restricts the comprehensive application of Airlines
- Difficulties for promotion

**Baggage tracking facility**

**Develop data sharing platform**
Thank you!
Join us for lunch in the exhibition
ADRM – Your Preeminent Industry Tool

Martin Braun, Assistant Director, Airport Development
Manuel Lanuza, Manager, Airport Development
Allan Young, Head, Airport Development, IATA
What is the ADRM?

Comprehensive airport design and development manual

Provides a framework of best practice planning guidance developed with industry

Can be applied universally to airports

Considers infrastructure impacts based on the latest industry trends
Global reach
ADRM applications

- Kuala Lumpur – LoS Assessment
- Hong Kong – Traffic forecast
- Bangkok – Master Plan and LoS best practice
- Athens – Traffic forecast and LoS best practice
- Latin American Concession Contracts
- Saint Petersburg – LoS Assessment
Rationale for the update

Level of Service (LoS)
- From 7 to 10
- From 4 to 6
- From 1 to 3

Baggage Handling System
- From 7 to 10
- From 4 to 6
- From 1 to 3

On a scale of 1-10, with 10 being extremely important, please rate the importance on the need to review and update the sections from the existing ADRM (10th Edition).

Improved Capacity Calculations
- From 7 to 10
- From 4 to 6
- From 1 to 3

ORAT
- From 7 to 10
- From 4 to 6
- From 1 to 3

From the following list of topics, on a scale of 1-10 with 10 being extremely useful, how useful would it be to have them included in the new 11th Edition?
Major changes - new 11th Edition

Level of Service Guidelines & Capacity Calculation Methodology

Airport Technology

Jet Fuel Infrastructure

Baggage Handling

Operational Readiness And Airport Transfer

Commercial Development

Other changes – Airside, International Cost Variations, Wayfinding, A-CDM
Level of Service

Updates to LoS Guidelines

Added Automatic Border Control facilities (outbound and inbound)

Maximum occupancy rate for gate Holdrooms removed and integrated
Capacity calculation methodology

Why update the methodology and formulas?

Major changes
Simple and consistent methodology
More flexible, robust and accurate
Removed correction factors
Focus on the relevant areas linked to LoS (number of units / space required for queueing)
Recommend starting the process by clearly understanding the demand of each sub-system
  – The use of Design Day Schedules and multiple peaks is fundamental
Capacity calculation methodology

- Percentage of passengers showing up vs. cumulative flow
- Time series graphs showing passenger flow over time for different flights and demand
- Passenger distribution over design day with demand intervals
Airport technology

Pace of change and development requires updates as regularly as possible

Major changes

Digital transformation
Airport IT trends
Passenger and baggage management technology elements
Airport operations management technology elements
Baggage handling systems

Updated and expanded section

Major changes

A framework for end-to-end baggage processes

Balancing resilience with capacity and performance

Selecting the right operating mode

Key insights on baggage screening, make-up and storage systems
Commercial developments

Recognizes the growing importance of airport commercial activities

Key elements

Latest trends in airport commercial offerings

Developing a commercial strategy

Airport retail techniques to attract time-constrained passengers

The importance of food and beverage

Real estate and car parking
Jet fuel infrastructure

Fuel is often overlooked within airport masterplans or taken for granted

Key elements

Off-airport supply chain components and upstream market conditions

On-airport components, sizing and complexity

Safety and optimum design considerations

Cost estimates, economics and financial best practices
Operational Readiness & Airport Transfer

Why develop an ORAT section?

Key points include

Importance of dedicated governance

Definition of a detailed process

Stakeholder consultation

Focus on airport opening day
Other Changes

A number of other notable updates include

Airside infrastructure

International cost variations

Wayfinding

Airport Collaborative Decision Making
Summary

11th Edition release
Format options
ADRM Think Tank
Thank you
Join us for a coffee break in the exhibition
Training the Next Generation of Aviation Professionals

Ivica Kovacic, Head Global Partnership and Innovation, IATA Training
Shane McCorley, Manager, Member and External Relations, IATA
Uncovering the Skills Required by the Next Generation of Aviation Professionals
The Challenge

Who?

Think tank to understand the challenges and the future of jobs in aviation.

How?

A global survey of 300 interviews followed by in-depth telephone interviews with leaders of major airlines, ground operations organizations.

Why?

e-commerce sales expected to reach $5 trillion by 2021

8.2 billion passengers by 2037

27 new aviation megacities by 2037
How long have you been in your current role/position?
Market Studies

- Cabin Crew
- Customer Service
Recruiting The Right Talent Into The Industry

The challenge

Global economy is strong

Increasing education levels

Skills shortages e.g. language skills and interpersonal skills
Recruiting The Right Talent Into The Industry

What is being done

1. Digital transformation of the recruitment process
2. Exposure of the nature of the work at the recruitment stage
3. Resource utilization & technological investment
https://www.sli.do/#SKILLS

How important is skills development for you?
83,000 More Employees Required In The Sector By 2022

(+19% In The Next Five Years – Assuming No Advances In Automation)

<table>
<thead>
<tr>
<th>YEAR</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>TOTAL INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.</td>
<td>450,000</td>
<td>470,000</td>
<td>490,000</td>
<td>510,000</td>
<td>533,000</td>
<td>85,000</td>
</tr>
</tbody>
</table>

Our research suggests that the #1 challenge facing ground handlers is recruiting suitable staff.
Recruiting The Right Talent Into The Industry

Food for thought

How can we better use human resources to reduce the total number of employees required?

What impact will millennials and GenZ have on the workforce, especially with an increasing requirement for customer service roles?
KEY DRIVERS

“I expect AI to change 100 percent of jobs in the next five to ten years.”

Ginni Rometty, IBM Chairman, President, and CEO

**Ground operations**
- Increase in passengers: 65%
- Introduction of new aircraft: 56%
- Growth in geographic routes: 54%

**Customer services**
- Increased customer expectations: 75%
- Increase in passengers: 68%
- Growth in geographic routes: 60%

**Cabin crew**
- Introduction of new aircraft: 69%
- Increase in passengers: 65%
- Growth in geographic routes: 60%
Talent strategy is taking a front seat as human capital becomes increasingly critical to competitive strength
What’s the number one job skill that the next generation will need to thrive at work?
Career growth is the #1 reason why managers recommend L&D programs to their direct reports

Source: LinkedIn Learning: 2018 Workplace Learning Report
The tipping point for employee retention is 6 months.

During that time, a large ground handler may employ 20,000 new employees per year.

The cost of this may be around 170m Euros in salary.

23m of this in the first two weeks.

46m in additional training costs.
Getting Employees Ready For Work

Food for thought

How can ground service providers, airlines and airports work better together to develop more standardisation?

How can we ensure our existing employees become digital ready?
77% of respondents say that it is becoming harder to retain talent

Source: 2018 IATA HR Report
Most ground handlers have a staff turnover rate of between 30-50%.

The challenge:

The industry is no longer seen to be attractive.

People are looking outside the industry for better-paid jobs.

The competition is not aviation, there is little loyalty to companies.
Employee Retention

Food for thought

Could investing more in existing employees be offset by recruitment and training savings, and create a healthier working environment and more loyal staff?
94% of employees would stay at a company longer if it invested in their career development.

Source: LinkedIn Learning: 2018 Workplace Learning Report
Demand for air travel to **double** over the next 20 years

Source: IATA/Tourism Economics
Jobs supported by aviation

- 2017: 65.5 million jobs supported by aviation worldwide
- 2037: 97.2 million jobs to be supported by aviation worldwide
Direct jobs provided by aviation

2017

10.2 million

2037

14.8 million*

*expected growth

https://indd.adobe.com/view/f783287d-ef85-4458-8add-6e36a78c54e9
Aviation’s career development and networking platform

Air transport to support 97.8 million jobs by 2038

Career opportunities in the Middle East
Complete our survey
THANK YOU

Ivica Kovacic
Head Global Partnerships & Innovation IATA Training
kovacici@iata.org

Shane McCorley
Product Manager MER & Business Development
mccorleys@iata.org
Join us for lunch in the exhibition