

Crew PoC Results

Aer Lingus 



Introduction

The PoC was set up to prove that the BAGTAG solution can benefit a crew in their daily work. The PoC was focused on the overall check-in experience for the crew and efficiency gains with check-in at the airport. 50 Aer Lingus crew members used an electronic bag tag for 1 month through 12 airports.



We ran this POC to prove that we could achieve two primary goals.

1. Remove the need for our operating crew to visit an agent at the airport in the traditional manner.
2. Modernise the crew experience, providing them with the latest technology and smarter ways of working.

BAGTAG was able to provide a solution that addresses both of these issues whilst simultaneously aligning with our sustainability objectives.

Gary Kenny – Operations Product Manager Aer Lingus

Scope

Aer Lingus proof of concept

12 Airports tested

10 North America airports

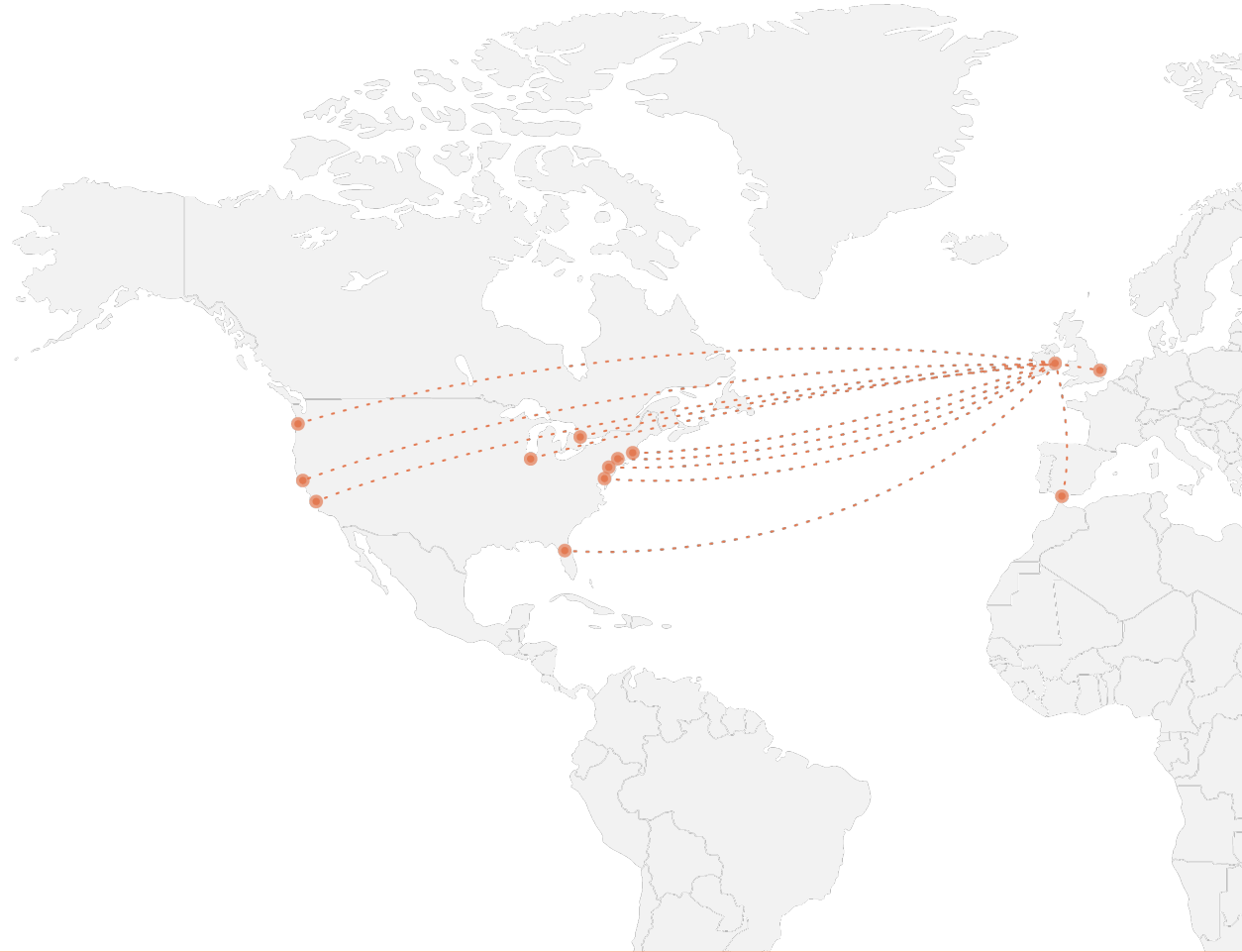
2 European airports

Duration

1 month

Participating crew members

50



Experience & BHS Results

Final survey results

Answers based on range out of 5:
Very Negative – Very positive
Very unlikely – Very likely

Overall experience score	● ● ● ● ●	4,6/5
App experience score	● ● ● ● ●	4,5/5
Recommend using the solution	● ● ● ● ●	4,6/5

Net promoter score final survey

1&2 = detractors
3&4 = passive
5 = promoter

NPS 64,7

Read & arrival rates

100%

Read rate through BHS

100%

Suitcases arrived at destination



Comments from the Crew

"I feel like it would save time for me queueing at baggage desk to check in (sometimes can take excess of 5 mins and last month I waited 10 minutes and late for briefing as a result) I witnessed how easy it was to scan using my phone, it was very easy to drop of bag when the bag tag was updated electronically"



"Easy when we arrive going home with the tags on, destination airport. Scan the bag and go less time waiting for paper tags. More time for checking staff to look after our guests."

"I was very happy with the BAGTAG. Very easy to use. Strong and durable. Easy to put onto the suitcase and take it off. My suitcase always came out with the other Crew suitcases."



"Cuts time with this simple process checking in our bag at home and simply dropping our bag at check in. Cutting time waiting in queues at DUB especially"

Summary

The Proof of Concept (PoC) conducted by BAGTAG for Aer Lingus showcased the effectiveness of electronic bag tags for crew members. Key findings include a 100% read rate through Baggage Handling Systems and a 100% success rate in suitcase delivery. Crew members reported high satisfaction with the solution, reflected in an impressive Net Promoter Score of 64,7. The PoC demonstrates how the BAGTAG solution can modernize the crew experience, aligning with Aer Lingus' sustainability objectives while enhancing operational efficiency.

Next: Implementation into operations



Checks schedule

Crew uses the airline application to control their baggage journey



Checks in baggage

Proceeds to check in and label their bag off-airport with just a few clicks



Drops off

Arriving at the airport ready to fly, saving operational time and costs



Want to learn more about the BAGTAG Crew Solution and the options to run your own PoC?

Request a meeting with our Business Development managers.



Hidde Nysingh
hidde.nysingh@bagtag.com

Mart Lukkassen
mart.lukkassen@bagtag.com

