

USE CASE



Icelandair's journey to becoming the first paperless airline with BAGTAG's Crew Solution

Icelandair has reaffirmed its role as an industry pioneer, becoming the first airline to adopt BAGTAG's complete Crew Solution. Launched in April 2024, this initiative positions Icelandair as a frontrunner in sustainable aviation and a strong contender to become the world's first "paperless" airline. By modernising crew baggage handling, Icelandair has significantly streamlined its operational processes while advancing its sustainability objectives.





Crew NPS
67



Cost savings
35%



Minutes saved
5.14

Problem statement

Prior to implementing BAGTAG's Crew Solution, Icelandair faced challenges in managing crew baggage check-ins efficiently. Traditional, manual processes led to bottlenecks at kiosks, creating operational inefficiencies and increasing waiting times. Additionally, Icelandair sought to reduce its environmental footprint by eliminating single-use paper and plastic tags, as conventional check-in methods were no longer sustainable long-term.



A sustainable solution bringing efficiency

Icelandair needed a digital, eco-friendly solution to meet its sustainability targets while improving operational efficiency. The BAGTAG Crew Solution provided a comprehensive response, helping Icelandair drastically cut waste through the use of reusable electronic tags. This innovative approach not only reduced the airline's dependency on energy-intensive printers and kiosks but also ensured alignment with Icelandair's environmental commitments.

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The solution will both streamline our processes and support our mission of offering smooth and enjoyable journeys – not only for our customers but also for our crew.

— Haukur Reynisson, Vice President of Flight Operations at Icelandair —

Seamlessly integrated into Icelandair's systems, the Crew Solution allows crew members to access schedules and check in their baggage remotely via the Icelandair app. Each crew member is equipped with BAGTAG devices on branded Icelandair suitcases, enabling efficient baggage management and supporting the airline's operational agility.

Operational benefits for crew members

BAGTAG's Crew Solution has brought substantial benefits to Icelandair's crew operations. By replacing manual check-in processes, crew members save valuable time, enabling them to focus on critical tasks like safety procedures and customer service. This efficiency also reduces crew waiting times by allowing them to arrive with pre-checked baggage, leading to smoother and more punctual flights.

Time saving



7.76/10

Crew rated time saving



4.26

Minutes saved at hub per flight



5.14

Minutes saved at outstation

Additionally, the automated system minimises human error, resulting in more accurate baggage handling. This improvement directly translates to cost savings for Icelandair and a more seamless travel experience for passengers

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The best part is getting rid of the hassle of printing bag tags at the hub.

Icelandair Crew member



Cost savings and scalability

For Icelandair's management, the BAGTAG Crew Solution is seen as a cost-effective approach to streamline baggage processes. By reducing manual baggage handling and boosting crew productivity, Icelandair projects substantial long-term cost savings. The airline also recognises the scalability of this solution, with ambitions to extend its use to passengers, potentially becoming the first fully paperless airline. Early data from Keflavik airport already reflects positive impacts on operational efficiency, strengthening the business case for future expansion

35% cost savings on crew baggage check in process



Enhanced crew experience

The BAGTAG Crew Solution has notably improved Icelandair's crew experience. The ability to manage schedules and check in luggage remotely through the app provides unprecedented convenience and flexibility. Crew members no longer need to spend time at airport counters, resulting in a less stressful, more efficient pre-flight routine. This ease of use contributes to higher job satisfaction and overall crew well-being, fostering a more motivated and engaged workforce.

Crew member survey feedback

67

Crew NPS after use satisfaction

8.85

Would recommend colleagues

8.80

Overall satisfaction

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It saves time and eliminates the chance of putting the wrong destination on your bag.

Icelandair pilot



Technical Integration with Crew Systems

The integration of BAGTAG's solution with Icelandair's Departure Control System (DCS) and crew scheduling platform ensures a streamlined flow of information. By interfacing directly with Amadeus DCS and scheduling systems, BAGTAG enables real-time updates and synchronisation, minimising technical disruptions and ensuring reliable operations. The scalable and adaptable technical framework also supports future technology advancements, enhancing operational efficiency, data security, and reliability.

amadeus

Outcome Achieved

Icelandair's adoption of both the BAGTAG Passenger and Crew Solutions reflects its commitment to operational excellence, sustainability, and customer satisfaction. Prior to implementing BAGTAG's Crew Solution, Icelandair struggled with managing crew baggage check-ins efficiently. Traditional manual processes led to bottlenecks, operational inefficiencies, and long waiting times. Moreover, Icelandair aimed to reduce its environmental footprint by eliminating single-use paper and plastic tags, as conventional methods were no longer sustainable.

By adopting BAGTAG's digital solutions, Icelandair has streamlined crew baggage check-ins, alleviating kiosk congestion and enhancing efficiency. The airline has also reduced its environmental impact by eliminating paper tags, aligning with its sustainability goals.

After 10,000 crew flights, we see:



67

NPS



850 HRS

Crew time saved



5KM

Paper labels saved



The successful rollout of the BAGTAG Crew Solution at Icelandair highlights how digital innovation can transform crew baggage handling, reducing inefficiencies and improving the overall crew experience.

If your airline is looking to streamline crew baggage operations, BAGTAG is ready to support you. Contact us to explore how the BAGTAG Crew Solution can bring efficiency and ease to your crew's journey.

Ready to start your crew journey with BAGTAG?



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