

REDUCE MISHANDLED BAGGAGE AND IMPROVE CUSTOMER SERVICE



“WITH SITA BAG MANAGER, WE’VE BEEN ENJOYING A FASTER, MORE RESPONSIVE SYSTEM, WITH INCREASED VISIBILITY AND A MORE AGILE WAY OF WORKING. WE’VE IMPROVED ON-TIME PERFORMANCE AND THE OVERALL CUSTOMER EXPERIENCE, AND WE WOULD HIGHLY RECOMMEND SITA’S PRODUCTS AND SERVICES.”

GRACE FOO

HEAD OF RAMP AND BAGGAGE SERVICES, DNATA SINGAPORE

SITA implemented its Bag Manager solution for dnata Singapore at Changi Airport, where the company provides air services to more than 40 airlines.

SITA Bag Manager allows dnata to track whether the bags are loaded correctly, which reduces the possibility of mishandled bags. The solution’s Android operating system also supports our hand-held terminals, which provides more mobility and instant visibility of data.

THE CLIENT

dnata is one of the world’s largest air services providers. It offers ground handling, cargo, travel, and flight catering services at 134 airports in 36 countries across six continents. As a trusted partner for over 320 airlines, dnata is committed to delivering on the promises that airlines make to their customers.

dnata Singapore has been operating at Singapore Changi Airport for 45 years, providing passenger, ramp and cargo handling along with flight catering services to more than 40 international airlines.

dnata Singapore has been a SITA customer since 1999.

THE CHALLENGE

dnata Singapore was looking for a new baggage management solution to replace its existing system. The new solution would need to allow for flexible deployment, be future-proof, and be locally supported. It would also need to seamlessly integrate with both dnata Singapore’s airline customers’ and Changi airport’s own baggage systems.

The challenge for SITA was to adapt its Bag Manager solution to meet dnata Singapore’s detailed baggage reconciliation requirements. This included replicating specific customized features of dnata Singapore’s existing system, which had been in use for many years.

SITA took time to discuss existing baggage processes and reporting with the dnata Singapore operations team on the ground. This helped SITA understand exactly what the customer required, and to tailor the solution to meet those needs.

SITA also worked hard to meet dnata Singapore’s price points in delivering a comprehensive baggage solution to replace the legacy system.

And all of this had to be done during the Covid-19 pandemic.

THE SOLUTION

dnata Singapore chose SITA Bag Manager because it already has a proven track record, with numerous installation sites and a broad customer base.

SITA Bag Manager matches bags with departing passengers and tracks bags in real-time right across the airport environment. Most importantly, it tracks bags when they’re most likely to go astray – during the transfer process.

Reduce mishandled baggage costs

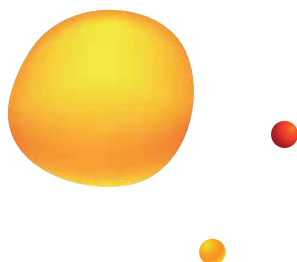
SITA Bag Manager tracks every bag that’s loaded onto a plane, a ULD or a cart. It scans and evaluates the characteristics of each bag against the flight parameters to ensure bags are loaded onto the right plane. Checking that baggage is loaded correctly reduces the number of bags that go astray. Customers with SITA Bag Manager implemented report a 20% reduction in the number of bags mishandled.

Avoid flight delays due to offloading bags

If a bag needs to be offloaded, it can be easily located and removed to minimize or avoid delays. By scanning every bag, SITA Bag Manager can quickly tell you where each bag currently is – whether on the plane, a ULD or a cart.

Ensure Resolution 753 compliance

SITA Bag Manager tracks the complete journey of the bag from check-in to delivery, helping ensure that customers meet IATA Resolution 753 requirements. It keeps track of when bags change custody between airlines and ground handlers as well as airlines and airports. It can handle the tracking and monitoring of both departure and arrival bags.





THE BENEFITS AND RESULTS

“Covid-19 has highlighted the need for greater digitalization around ground handling operations,” says Musdalifa Abdullah, Managing Director of dnata Singapore. “So we’re looking at opportunities across the board to implement next-generation solutions ranging from the baggage belt to vaccine transportation.”

“Data-driven and customer-centric innovations and technology are key to helping our industry reduce costs, improve process efficiency and ultimately enhance the quality of service,” he adds. “For example, we are working towards introducing more automation and device independent kiosk and systems for many of our airport operations.”

SITA Bag Manager represents an important step forward in dnata Singapore’s digital transformation. It allows the company to track whether bags are loaded correctly, reducing the possibility of mishandled baggage.

Bag Manager’s Android operating system supports dnata Singapore’s hand-held terminals, allowing supervisory staff to access the data wherever they are – even from home. With more mobility and instant visibility of data, staff are able to handle any possible queries and to provide better customer service.

Since the implementation of Bag Manager, dnata Singapore has had no technical issues or system breakdowns, and has been enjoying a faster, more responsive solution. dnata Singapore is therefore happy to have moved from its existing system to a product that’s constantly being improved through community feedback.

SITA Bag Manager

- Installed in over 200 airports worldwide
- Reduces mishandled baggage costs
- Reduces mishandled transfer rates by 20%
- Ensures IATA Resolution 753 compliance
- Android operating system, enabling hand-held terminals
- Available via the cloud

SITA Bag Manager also improves collaboration with other stakeholders at Changi Airport, particularly through its integration with SITA Bag Message. Bag Message is already used by many of dnata Singapore’s airline customers, who now no longer need to send separate baggage messages to its legacy system.

In the event of any issues, there’s a SITA support team on the ground, which gives dnata Singapore peace of mind. In the past the company had to rely on a support team abroad, with delays sometimes caused by being in different time-zones.

For its implementation of Bag Manager for dnata Singapore, SITA was rated as ‘good’ or ‘excellent’ across all areas, from understanding the client’s business needs to its expertise, responsiveness and service implementation.

Looking ahead, dnata Singapore is hoping for further improvements in integration, as Changi Airport is also using SITA Bag Manager. This would mean that dnata Singapore could do live location tracking of all baggage as soon as it’s checked into the system.

To learn more about SITA Bag Manager visit:
<https://www.sita.aero/solutions/sita-at-airports/sita-baggage-management/sita-bag-manager/>

“WE WORKED HARD TO UNDERSTAND DNATA SINGAPORE’S BUSINESS AND ITS BUSINESS NEEDS, AND WE’RE DELIGHTED WITH THE GREAT COLLABORATIVE EFFORT IN THE SUCCESSFUL IMPLEMENTATION OF SITA BAG MANAGER.”

SUMESH PATEL
SITA PRESIDENT – ASIA PACIFIC

SITA AT A GLANCE

Easy and safe travel every step of the way.

- Through information and communications technology, we help to make the end-to-end journey easier and safer for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with over 400 air transport industry members and 2,500 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA, and nearly every passenger trip relies on SITA technology.
- Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, and governments.
- Our solutions drive operational efficiencies at more than 1,000 airports, while delivering the promise of the connected aircraft to customers of 18,000 aircraft globally.
- We help more than 70 governments to strike the balance between secure borders and seamless travel.
- Created and owned 100% by air transport, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- We innovate and develop collaboratively with our air transport customers, industry bodies and partners. Our portfolio and strategic direction are driven by the community, through the SITA Board and Council, comprising air transport industry members the world over.
- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected in every corner of the globe and bridging 60% of the air transport community's data exchange.
- With a customer service team of over 1,700 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- Our annual Air Transport and Passenger IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.
- We are a certified CarbonNeutral® company, reducing greenhouse gas emissions for all our operations through our UN recognized Planet+ program. In 2022, we committed to setting science-based emission reduction targets aligned to the Science Based Target initiative Net-Zero Standard.
- We also develop solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies.



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