

Press Release

The nightmare of lost baggage; the way forward from Consult WA and SkyAssist

Lost or damaged passenger baggage is a nightmare for passengers and an expensive process to address for airlines and ground handlers.

BagAssist, a web-based, lost and damaged baggage management solution from SkyAssist (www.skyassist.com) in Belgium, is to be launched in the Americas by Consult WA International, a SkyAssist airline industry partner. Consult WA (www.consultwa.com) and SkyAssist have entered a 3 year sales and marketing agreement, effective 1st March 2004.

“Everything airlines and ground-handlers have tried over the years has failed to eradicate the problem of lost and damaged baggage and it remains a major cost issue for the industry and a major cause of passenger frustration” says Stewart Wallace, Managing Director of Consult WA, “whilst it won’t go away, there are ways of reducing the associated costs, and improving service recovery for the passenger.”

BagAssist is already deployed in a number of European airports, and is used, amongst other customers, by Swissport at Geneva, Zurich and Basel airports. BagAssist automates the lost and damaged baggage recovery process to improve passenger service recovery and reduce costs through improved productivity.

Fully integrated with SITA’s WorldTracer™ Management solution, BagAssist is simple to use, and with a comprehensive and user-friendly interface (GUI), and an online database containing all the required handler and airline operational information, staff training time is

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reduced to a minimum. Temporary staff, recruited to meet peak periods, can easily and quickly trained in hours, making them more productive more quickly.

A novel concept of BagAssist is that passengers can enter lost baggage information themselves at self-service terminals through self-explanatory Internet screens thereby reducing waiting time at lost baggage counters.

As Luc Trentels, Director of SkyAssist explains, “ BagAssist was developed to meet two often conflicting requirements; firstly to improve customer service at what is a very frustrating time for the passenger, and secondly to deliver productivity improvements to the airline or groundhandler in order to reduce costs. BagAssist is successfully meeting these two requirements.” He added, “BagAssist is available through a fully hosted ASP service with a thin client; keeping deployment and maintenance costs low and, with unitized pricing per lost/damaged baggage item, costs are easily visible for the airline and groundhandler.”

By using the latest web technology, BagAssist can be accessed through a Virtual Private Network (VPN), leased line or even the Internet, all with excellent response times. BagAssist for the Americas will be hosted in the USA and is available for immediate implementation.

Consult WA is a global airline consulting and solutions company offering a range of consulting services and products. “BagAssist meets the three requirements we have for solutions we work with”, says Stewart Wallace, “they must improve customer service, deliver unit cost reduction to our customers and must be economic and quick to deploy; BagAssist delivers on all these”

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