

Put your analytics on autopilot.



CUSTOMER CHALLENGE:

A national airline was concerned about customer satisfaction specifically in their check in / lobby area, during check-in.

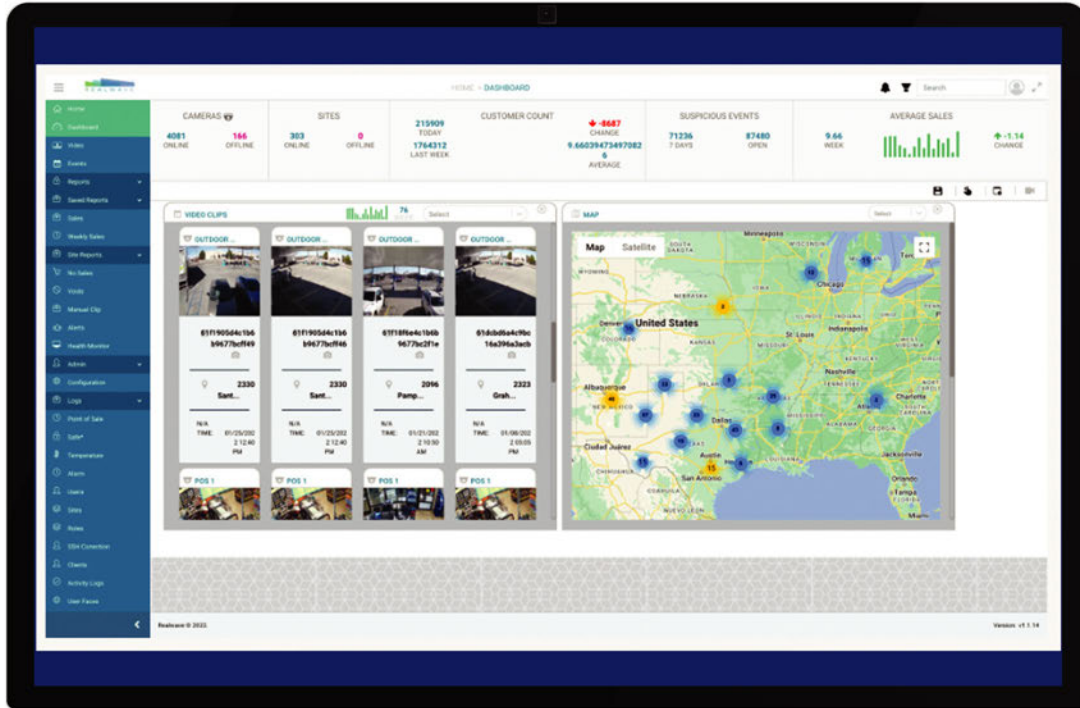
This national airline has many internal customer satisfaction goals, one of which: the customer will not wait in line for more than eight minutes—from the time they enter the line until they reach the agent counter. How could the station manager be notified when the wait times exceeded eight minutes? They also wanted to evaluate staff scheduling for peak times. Are they staffed properly, make adjustments during the peak times, or simply schedule more staff?

What about potential missed revenue opportunities within the checked baggage function? Were there opportunities?

The team lacked the specific data needed to truly assess these potential problems. They needed to find a way to assess the length of the lobby line (check-in line) and kiosk dwell times. They also needed to assess their agent staffing and the exceptions that were occurring with checked baggage.

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SOLUTION:



Realwave installed strategically placed cameras in the lobby to capture the length of lines, how long people are waiting at the kiosk and how many agents are present to accommodate the passengers. Realwave provided a dashboard and mobile interface that allows the airline to see real-time data so they can make decisions based on fact. The secure video access has custom AI models that, over time, developed a pattern to better manage their Atlanta (ATL) check-in operation.

The solution included custom reports highlighting the criteria they need to manage the facility. These reports are visible on the dashboard and can be adjusted as needed.

The airline has been able to significantly reduce wait times in the lobby and staff accordingly around the kiosks and ticket agents. They informed us they didn't know what they didn't know and now have a much better grasp of their ATL operation.

The airline used analytics to capture lost revenue opportunities with lost baggage fees. They are now enjoying an additional revenue increase of \$200,000/annually at the ATL location alone. Expansion plans for this program include 34 locations.



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Ready for intelligence in sync with the speed of business? Together we can reach your goals and gain insights into setting better ones. **Let's get started.**