Aviation Mobility Hot Zones

Optimizing business-critical work functions
for airlines and service providers

▸▸Air Clic
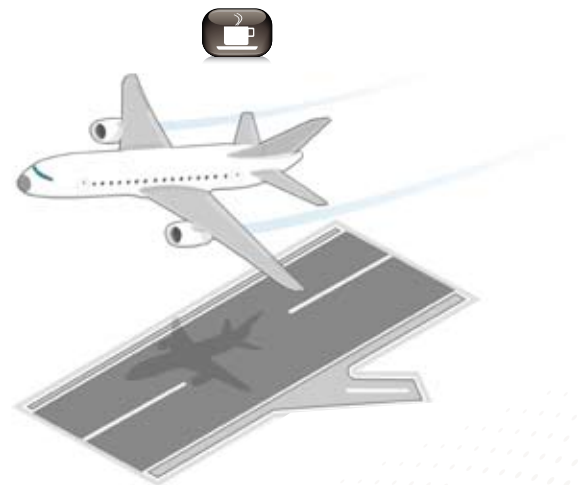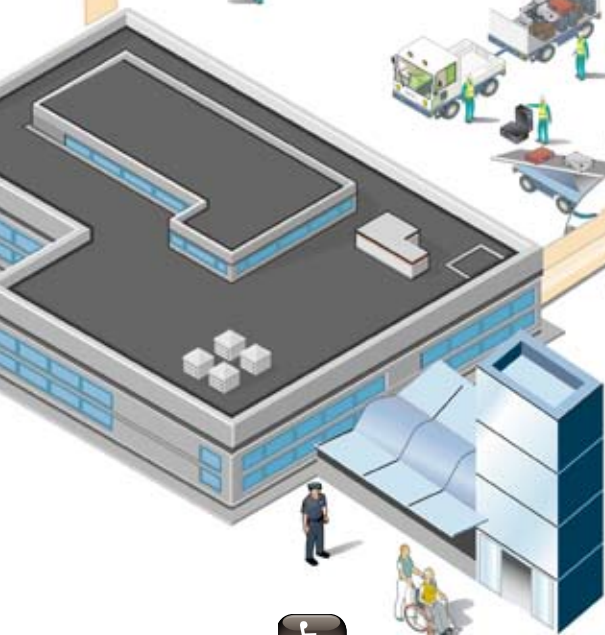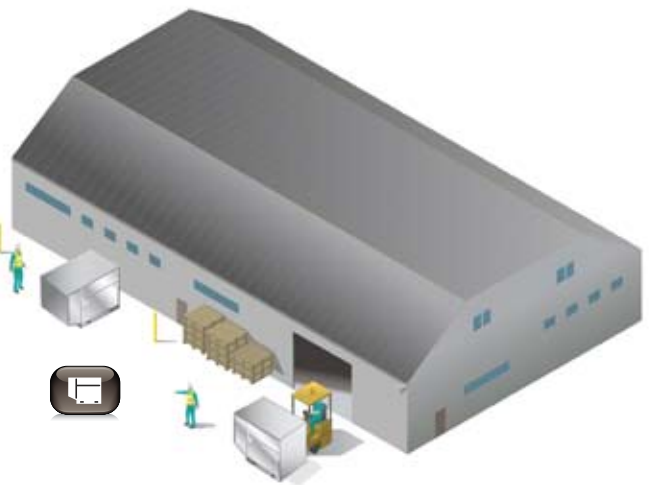
Giving Aviation a Real-Time Mobile Advantage

The mandate to improve employee productivity and operational workflow while reducing costs touches every aspect of aviation. With historically high fuel prices, passenger declines and relentless cost-cutting, today's operating pressures for airlines and related service organizations means there is a lot to lose without the automation of critical business processes. Mobile automation has consistently been proven to address the aviation industry dynamics for efficiency, compliance, accountability — and the bottom line.

As a leader in mobile solutions, AirClic has identified five areas where mobility solutions can optimize business-critical work functions for airlines and service providers. These *mobility hot zones* represent the greatest opportunities to significantly decrease costs and increase efficiencies, revenues and customer satisfaction.

Here's where a mobile solution can have a significant impact for airlines and service providers.

Zone 1: **Cargo**

Zone 2: **Baggage**

Zone 3: **Aircraft Services**

Zone 4: **Airport Services**

Zone 5: **Passenger Services**

Zone 1: Cargo

Gain visibility and process control of air shipments

Once air shipments leave a facility and are tendered to carriers, it's easy to lose control. Tracking individual packages or pallets, let alone verifying progress of the shipment, becomes an act of faith without mobile automation features like barcode scanning and real-time updates. Accountability and process control for shipment is within reach with AirClic, a member of the International Air Transport Association Cargo 2000 program. Through the AirClic online interface, visibility into shipments and comprehensive reporting makes a cargo service provider indispensable to their partners.

Leverage AirClic mobility throughout your cargo operation to:

▸ Integrate field activity with back-end systems including enterprise and dedicated cargo management systems

▸ Improve customer service while reducing claims for lost cargo reimbursement when all air waybill shipment movements are tracked

▸ In the warehouse: benchmark customer pickup wait times and validate arriving and departure shipments for completeness

▸ Use flight data feed and captured staging data to drive real-time operational efficiency

Zone 2: Baggage

Reduce lost luggage for increased profitability and customer satisfaction

Every year, despite significant automation investments by airlines and airport authorities, mishandled baggage costs the airline industry billions of dollars worldwide in customer claims and worker productivity. AirClic research found the most vulnerable touchpoints in the baggage handling process are in the sort area, often involving inbound interline transfers, as well as 'tail to tail' (on-line) transfers and outbound interline transfers.

AirClic mobile solutions fills in the process gaps in these areas and more. The ability to recoup worker productivity and customer satisfaction is realized.

Use AirClic to:

▸ Dispatch runners for connecting bags based on actual flight times and baggage loads

▸ Notify workers of baggage reroutes and print updated bag tags rampside

▸ Update baggage inventory and identification information for misplaced bags

▸ Identify and track resolution for lost bags

Zone 3: Airport Services

Meet your service level agreements and prove it

Lack of effective communications between mobile workers and an office or dispatcher takes on new levels of frustrations across airport terminals and facilities. Yet there's little room for error in airport services because success — and the passenger's experience — depends upon meeting service-level expectations.

Whether tracking people, such as unaccompanied minors or wheelchair services, AirClic puts supervisors, workers and passengers at ease with the real-time exchange of workflow data. Fulfilling special needs requests and execution of security measures come at the touch of a button.

In addition to basic functions such as proof of service and inventory tracking, airport service providers use AirClic mobility to:

▸ Reduce errors through real-time customer service request updates and dispatch

▸ Manage and dispatch workers via business activity alerting such as bathroom servicing

▸ Validate proof-of-service information with actual service and wait times

✈ Zone 4: **Aircraft Services**

Improve turnaround times and reduce operating costs

Pressure to decrease avoidable flight delays has never been greater. Flight delays lead to fines, penalties, higher fuel costs and productivity losses. Flight services such as cabin cleaning, fueling, pre-flight inspection, foodservice and maintenance must be tightly orchestrated. Customer satisfaction, on-time rates and operating performance depend on it. Complete with dispatching, reporting and asset tracking, AirClic mobile solutions provide increased quality assurance visibility and proof of service where you need it most. In aircraft maintenance and parts tracking, solutions are tailored for ramp and hangar maintenance teams. In aircraft turn services, a deeper view into operations enhances performance.

Use AirClic throughout your aircraft services operation to:

▶ Reduce time between information, decisions and action for ramp services, maintenance and repair operations

▶ Keep crews aware and ready to respond to scheduled and unscheduled tasks

▶ Ensure aircraft is clean, sanitary and stocked to meet customer expectations

▶ Validate type of service, status and load plans to reduce delays and support aircraft weight management

🖼 Zone 5: **Passenger Services**

Simultaneously deliver service excellence and boost revenue

The ability to meet customer expectations is even greater today in an age where customer loyalty turns on a dime. Efficient tracking and managing of the sale of food, alcohol and headphones as well as duty-free catalog and other in-flight purchases not only ensures accounting controls are met but also bolsters revenue. An AirClic mobile solution is easily adaptable to passenger services in the air as it is on the ground. From basic inventory tracking to more sophisticated reporting, the solution replaces manual processes or other costly technology solutions that are limited to retail sales.

Put AirClic to work in the air to:

▶ Help ensure the right combination of food and other items are loaded onto each flight to meet customer demand and maximize profits

▶ Optimize sales potential with instant access to how much of an item has sold or analyze historical data to adjust future purchases from vendors

▶ Issue stock replenishment alerts for high-demand items

▶ Enhance customer service with the potential to charge a premium for value-added services such as off-airport baggage processing, baggage delivery as well as facilitating flight check in and flight status messages on customer mobile devices

The Aviation Mobility Edge

As an integrated mobile technology, AirClic offers a value-added solution for the industry that spans the entire airport, airline and third-party provider ecosystem.

Organizations that choose AirClic reap these benefits:

Increased accountability, productivity and efficiency of the mobile workforce through filling in previously missing gaps in workflow with time and date GPS tracking that records business events in real time

Enhanced customer satisfaction when cargo and baggage damage or loss claims are reduced and passenger expectations are fulfilled

Revenue boosts are gained with real-time documentation of service events and streamlined communications that optimize time, assets and labor utilization

Swift return on investment from the ability to integrate with current technologies and processes

Explore the AirClic Mobile Solution

On the ground or in the air, AirClic can position you and your mobile workforce to make better-informed decisions and automate workflow for real-time accountability. Try putting AirClic solutions to work at your enterprise to a measurable ROI quickly.

To learn more about AirClic, our solutions and our customers please visit **www.airclic.com** or call AirClic Answers at 1(866)-707-CLIC (2542)

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