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| <b>Customer</b>  | <b>Aer Lingus</b>  |
| <b>Customer Information</b><br> | <p>Aer Lingus is a leading low-cost, low-fares Irish airline primarily providing passenger transportation services. Consistent with this low-cost model, Aer Lingus' primary distribution channel is its website aerlingus.com. In 2010, approximately 81% of total passenger revenue was generated through aerlingus.com.</p> <p>Aer Lingus flies direct to and from nearly 70 destinations across Ireland, the UK, Continental Europe and the United States.</p>   |
| <b>Engagement Information</b>  | <p>IBM helped Aer Lingus implement a passenger self tagging and automated self bag drop solution in Dublin Airport.</p> <p>It included charging excess baggage weight fees and leveraging the existing Self Service Check-in kiosk. The solution was designed to be generic so it could be deployed in other airports.</p>   |
| <b>Challenge</b>   | <p>Aer Lingus implemented excess baggage fees by weight. Upon bag drop off, the agent would collect a fee for every kilo over a limit. Studies showed that agents were not collecting fees when the overage was 1 to 3 kilos. Agents were not given incentives to collect fees and preferred not to collect when a customer satisfaction situation arose.</p> <p>Revenue loss was occurring due to the uncollected fees. Staff did not want to potentially cause an argument.</p>  |
| <b>Solution</b>  | <p>IBM designed a solution that used both existing kiosks and existing unused check-in counters to provide a self tagging and automated bag drop station.</p> <p>Highlights of this solution included:</p> <ul style="list-style-type: none"> <li>• Installation of a regular kiosk to connect to the conveyor system</li> <li>• Leveraging of the existing bag conveyor by attaching an overhead bag tag scanner</li> <li>• Adding bag tag printing capability to the kiosk</li> <li>• Extending the existing kiosk application by modifying it for self tagging, excess payment and self bag drop off</li> </ul> |
| <b>Results</b>   | <p>IBM's solution had the kiosk collect excess payment before dispensing a bag tag. Unlike an agent, this was done everytime there was excess baggage weight.</p> <p>Due to this consistency, excess baggage weight revenue dramatically increased. Revenue at the agent desk also increased because of weight records. Passenger reaction was positive due to shorter queues.</p> <p>This solution allowed Aer Lingus to use all the check-in desks without incurring agent cost. This increased the number of flights checking in at the trial area without increasing manpower.</p>                             |

## Images:

