



# **Case Study:**

# **Qantas Airways**

## **About Qantas**

Founded in the Queensland outback in 1920, Qantas has grown to be Australia's largest domestic and international airline and one of the world's leading long distance airlines.

Qantas has a reputation for excellence in safety, operational reliability, engineering and maintenance, and customer service.

The Qantas Group's main business is the transportation of customers using two complementary airline brands - Qantas and Jetstar. Qantas also operate subsidiary businesses including other airlines, and businesses in specialist markets such as Q Catering.

The airline brands operate regional, domestic and international services. The Group's broad portfolio of subsidiary businesses ranges from Qantas Freight Enterprises to Qantas Frequent Flyer.

Qantas employs more than 30,000 people with approximately 93 per cent of staff based within Australia.

## **About ICM Airport Technics**

[ICM Airport Technics](#) is a global leader in airport baggage technology, and inventor of the self-service Auto Bag Drop units used by the world's best airport terminals. Headquartered in Sydney, Australia with offices in the UK, Germany, and Singapore, ICM Airport Technics uses cutting-edge innovation to help airlines and airports enhance the traveller check-in experience, while helping airports and airlines improve their efficiency. ICM Airport Technics currently operates over 120 Auto Bag Drop units in over 16 airport terminals across the world, and processes more than 6 million bags a year.

## **Key statistics:**

From July 2010 to June 2015, 26 million bags have been processed through ICM Airport Technics' auto bag drop technology.

Check-in time has been significantly reduced allowing Qantas' passengers more time to spend in the lounge or relaxing at the airport.

## **Benefits of Auto Bag Drop:**

- **Customer empowerment and convenience:** Customers are happier now that they are in complete control of their own journey. Queues have all but disappeared and customers have more time for other activities.
- **Infrastructural cost-savings:** Expansion of terminals will be put on ice as airports and airlines turn their attention to improving the space they already occupy, rather than continuing to grow their check-in halls.
- **Transforming airline-customer relations:** By eliminating check-in desks, there is no longer a physical barrier between airline staff and customers. It is a much more personable, interactive experience.

## **What cost savings does auto bag drop technology achieve for airports and airlines?**

Auto bag drop technology is a smart, long-term investment for airports, introducing significant cost savings in the operations and infrastructure areas.

For example, airports no longer need to expand check-in halls to accommodate new check-in desks because this sort of equipment is no longer warranted. As a result of auto bag drop technology, check-in halls will continue to become more efficient and will avoid the need for footprint expansion.

## **How does auto bag drop save passengers time?**

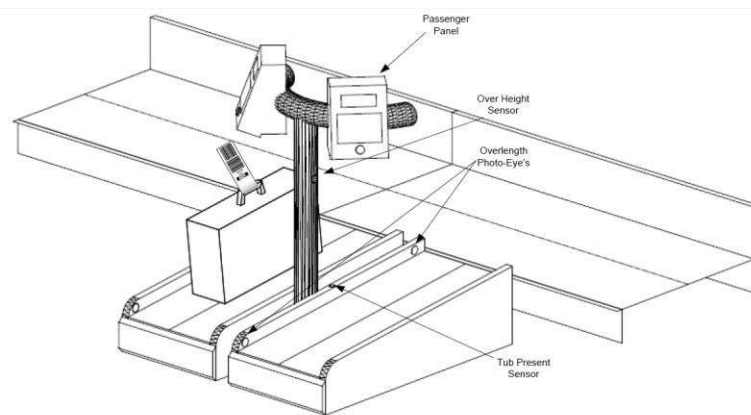
Auto bag drop simply eliminates queues. Passengers are no longer required to stand in a line to be served at a check-in counter so now are able to be in control of their airport experience.

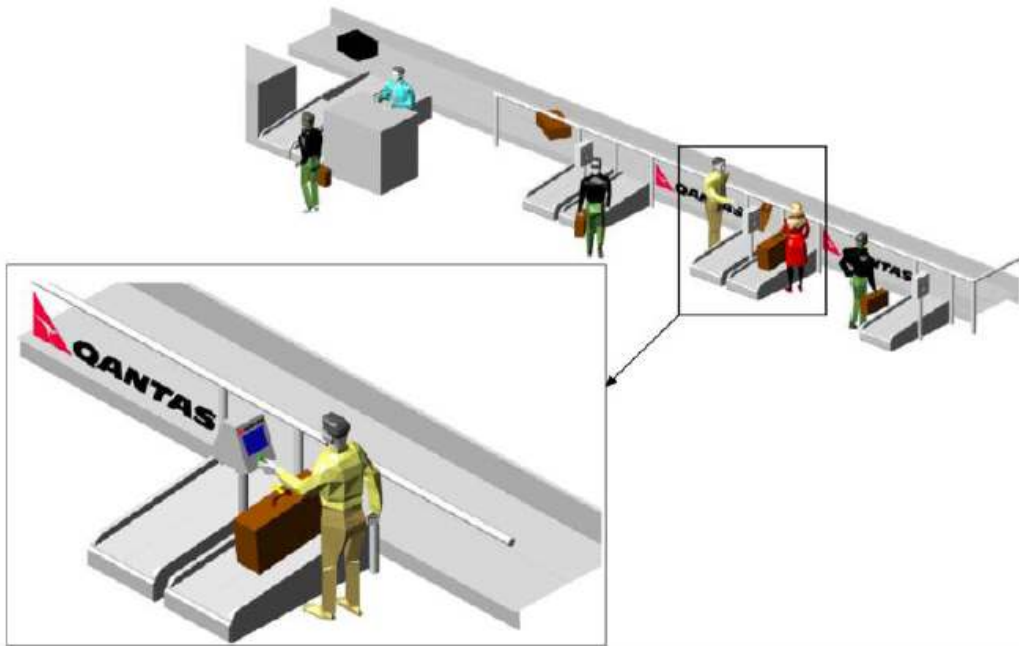
Auto bag drop technology is essentially a "customer-experience" investment. It saves customers a substantial amount of time because it has revolutionised the traditional, check-in process.

## **How does auto bag drop technology align with the Qantas customer experience strategy?**

The Auto Bag Drop technology was designed to fit in seamlessly with Qantas' customer-centric approach to business. The technology is all about empowering the passenger and ensuring their journey is as simple and fast as it possibly can be.

### The evolution of the Auto Bag Drop:





## **IATA Fast Travel Platinum Status**

### **Why is fast travel status important for Qantas as an airline?**

The IATA Fast Travel Platinum Status is important for Qantas as it sets the airline apart from other airlines in the Asia-Pacific region as the industry leader.

### **How has this recognition helped Qantas?**

As leaders in the industry, Qantas prides itself on its creative and innovative solutions to business. The IATA Fast Travel Platinum Status separates Qantas from its competitors, reaffirming its overarching commitment to its customer base.

### **Customer Feedback:**

Since the introduction of the Faster Smarter Check In, there have been positive improvements with Qantas Domestic Overall check-in satisfaction over time, and results today indicate check-in performance is at a very good level, significantly above the levels seen pre-launch.

### **Customer comments:**

"The whole airport service thing is now very slick with SMS check-in and automated bag drop. Really happy with where this is now."

"No queues. Used mobile check-in and bag drop. No queues at security. Seamless. In lounge within 5 minutes of returning rental car."

“Automated bag drop is a breeze.”

“Checked in online and auto bag drop with Q-tag and scanner was really easy to use.”

“Love the self check-in and bag drop. Not waiting in queues is the best.”