

BAGGAGE IMPROVEMENT PROGRAM

EgyptAir CASE STUDY CAIRO INTERNATIONAL AIRPORT





IATA has engaged with EgyptAir (MS) at Cairo International Airport (CAI) through its Baggage Improvement Program (BIP) to examine the issue of baggage mishandling and has conducted a diagnosis from 23 to 27 May 2011.

Cairo International Airport is located just outside the capital city of Egypt, Cairo. The airport is administered by the Egyptian Holding Company. Cairo International is the second busiest airport in Africa hosting over 65 airlines (including charter airlines) and 9 cargo carriers. EgyptAir is the largest operator at the airport, holding 61% of the departure slots in 2010.

The Airport Authority works very closely with the airline community to continuously improve processes that will result in a better passenger experience.

We are always keen on learning how to improve. Cairo Airport Authority prides itself on working closely with the airline community. The Baggage Improvement Program became an additional platform to strengthen our relations.

Oliver Weiss – COO Cairo Airport Authority

EgyptAir serves a total of 78 destinations

EgyptAir is a state-owned company with special legislation permitting the management to operate as if the company was privately owned without any interference from the government. The company is self-financed without an economic backing by the Egyptian government.

With the assimilation of the carrier into Star Alliance in July 2008, Cairo International Airport has become a major hub with its strategic position in Africa, Middle East and Europe.

Since the diagnosis, EgyptAir and Egyptian Holding Company have used the BIP experience to further reduce baggage mishandling at CAI.

Baggage is a very important part of EgyptAir's passenger experience, we are always looking at ways to improve processes and become more efficient. The Baggage Improvement Program has given us the opportunity to gain new knowledge and further develop our best practices.

Shazly Sayed – Manager Baggage Service, EgyptAir.

This case study will look at some of the issues identified during the Baggage Improvement visit and how EgyptAir and Cairo International Airport have worked with IATA's Baggage Improvement Team to reduce baggage mishandling.

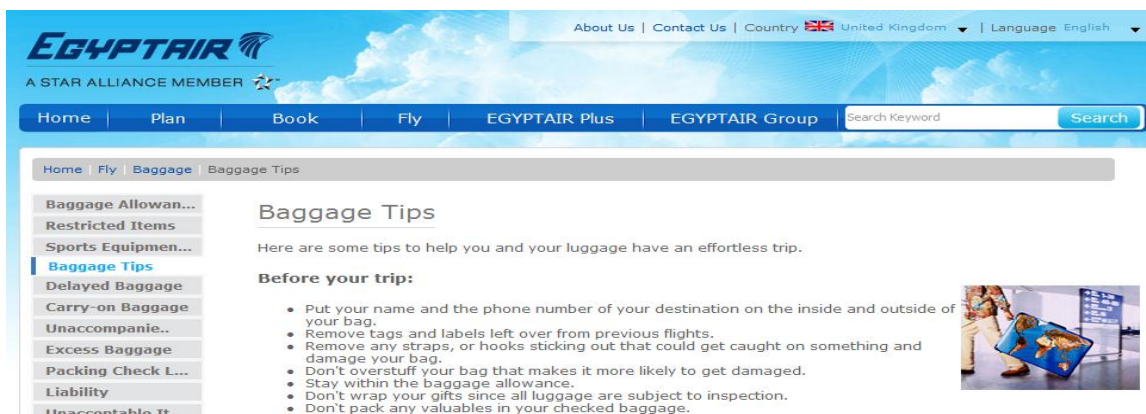
EDUCATION OF BOTH PASSENGERS AND EGYPTAIR STAFF

The main area of improvement identified by IATA at CAI was the check-in processes.

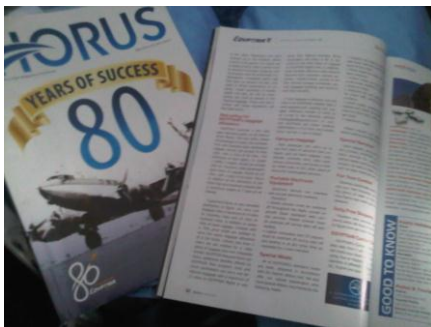
Check-in is the start of the baggage journey and good practices are essential in ensuring that baggage takes a safe undisrupted path to its destination. Good baggage hygiene and clear cut processes should be adopted and are essential in minimising the risk of baggage mishandling. A real focus was needed to reduce the passenger check-in transaction time. EgyptAir has embraced the comments made by IATA by training check-in staff through Baggage Handling System. They have provided staff with familiarisation tours, which has made them better understand a bags journey and the importance of good check-in hygiene. To further improve passenger education, more information with regards to baggage processes is available at the airport, egyptair.com or in the in-flight magazine.

EgyptAir has also improved its customer service presence at check-in level with additional staff available to assist and educate passengers on the usage of kiosks and common counters for dropping the bags.

EgyptAir will continue to promote kiosks by installing additional units in September 2012 and by making them more user friendly.



Baggage Tips within egyptair.com



In-flight magazine baggage tips page



Baggage drop common use counters

We are constantly educating our passengers, have improved our internet functionality and provide more information than ever regarding baggage processes. We even include a feature in our in-flight magazine.

We have extracted ideas from the BIP toolkit and adapted them to our own requirements and environment. We host baggage system familiarization tours regularly with our check-in staff to illustrate the importance of good baggage hygiene. As result, we have seen a reduction in BHS blockages and damaged bags.

Shazly Sayed – Manager Baggage Service EgyptAir

SECURITY DURING OVERSIZED BAGGAGE DELIVERY

The delivery of oversized baggage, (too large for the baggage handling system) is done through a large elevator. To enable complete visibility and prevent from pilferage, a security camera has been incorporated to the elevator; this camera has given Cairo Holding Company a greater visibility of the baggage processes.



Security camera in oversize baggage elevator

BUILD/MAKE UP AREA PROCESSES

A common issue that the IATA BIP team has noticed throughout the program is the high volume of incorrectly stacked bag carts and ULD's. Not correctly stacking bag carts and ULD's could possibly lead to:

- baggage damage
- baggage falling during transit
- baggage theft when a bag cart and or ULD is left unsecured

To eliminate this issue, EgyptAir has trained ground handlers and mandated a correct procedure with regards to correctly stacking bags.



Neatly stacked bags in the build/make-up area

IMPROVING ARRIVAL AND TRANSFER PROCESSES

Transfer baggage being delivered in a good timely manner is crucial in ensuring successful connections. Since the BIP visit, EgyptAir has been authorised to pull 3 bag carts/ULD per tug (EgyptAir was previously restricted to pulling 1 bag cart/ULD per tug). This has helped to speed up baggage delivery. To further compliment the transfer processes, short connection baggage that requires screening takes place within the oversized stand-alone X-ray machine which saves an average of 7 minutes. Previously all transfer bags were inducted into the Baggage Handling System via the transfer induct. EgyptAir now barcode scans all tail to tail transfer bags increasing the visibility and tracking of the baggage processes.

For arriving bags and system injected transfer bags, ground handlers have been trained to gently place luggage on injects, space bags to avoid system blockages, use a tub whenever possible, , and always check the tag to ensure the bag is being delivered to the correct inject.



Arrival baggage correctly placed in tub for delivery



Signage advising non-residents to purchase a visa prior to proceeding to immigration

PASSENGER PROCESSING UPON ARRIVAL

All international non-resident passengers arriving must purchase an exit visa from one of the banks. These are located just before immigration clearance. Passengers arriving in CAI for the first time were often confused by this process due to limited signage, which delayed passengers reaching the arrival hall and reclaiming their bags.

Since the visit, CAI has improved signage and passenger education. The signs are placed statically at entrance points

EGYPTAIR WORKING FURTHER WITH BIP

EgyptAir has further reaped the benefits of BIP by completing Baggage Improvement Self-Help guides at Sharm el Sheikh International Airport (SSH), Hurghada International Airport (HRG) and Damascus International airport (DAM).

It is great that smaller airports can also benefit from the Baggage Improvement Program. Working with BIP at SSH and HRG has allowed us to better align our processes, access the working environment and ultimately reduce mishandling figures.

EgyptAir has found the whole Baggage Improvement Program experience very useful. Having IATA lead an industry project which has exposure to 200 airport operations is great in helping to identify best practices. Having these documented in the Baggage Improvement toolkit gives the industry a guide to combating baggage mishandling issues. EgyptAir is very pleased about having participated in the Baggage Improvement Program and proud to have improved their processes.

Shazly Sayed – Manager Baggage Service EgyptAir



From left to right Mohamed Ezzat – Member of GM Station technical office; Mohamed Lotfy- IATA Country Manager North Africa and Sudan; Shazly Sayed – Baggage Service Manager EgyptAir , Andrew Toumazi, Project Manager Baggage Improvement Program; Capt. Ayman Naser – Chairman of EgyptAir Airlines; Karim Samy, Deputy GM Stations; Hossam Shaker, Manger Domestic Stations; Amin Afifi, Member of GM Station technical office; Bassem Samy, Chairman of EgyptAir Airlines office Manager.



From left to right : Mohamed Lotfy, IATA Country Manager North Africa and Sudan, Oliver Weiss, Chief Operation Officer Cairo Airport Authority; Andrew Toumazi, Project Manager Baggage Improvement Program and, Naser Abuelazm, Assistant COO Cairo Airport Authority

2012 is the final year of the Baggage Improvement Program. For more information on BIP, please contact your local IATA representative and/or visit iata.org/bip or email bip@iata.org

Solutions to many baggage mishandling issues are found on the [Baggage Improvement toolkit](#), available for free to airlines and airports participating in the BIP.