

Case Studies



QANTAS

A smart solution in the bag

THE PROBLEM

QANTAS needed to provide an enhanced travel experience to customers as part of its Next Generation check-in system. Part of the program was a permanent bag tag called the Q Tag to track passenger luggage. Single use baggage tags and handheld readers were not feasible to deal with multiple flights unloading on a single baggage carousel, and baggage staff had no way of knowing destinations and class of travel based on the Q Tags.

THE SOLUTION

RAMP designed a revolutionary customised luggage handling system that included reusable bag tags with passive RFID technology that carried all the necessary passenger information to ensure bags reached their correct destination. The solution included RFID infrastructure to track bags through check-in and baggage handling, onto aircraft and to the final passenger destination. This was complemented by strategically placed monitors displaying relevant information to help baggage handlers correctly process bags with a non-printed Permanent Baggage Tag.

THE RESULTS

This bespoke solution has been in use and working effectively for over 10 years. It was implemented on time and on budget, and has allowed QANTAS to provide an enhanced customer experience from check-in to destination, ensuring passengers bags arrive safely exactly where they need to be.

I WANT TO FIND OUT WHAT RAMP CAN DO FOR MY BUSINESS