



# AFRAA-SITA WORKSHOP

**Theme: “enhancing airline profitability, call collection and baggage processes”**

**Date: October 24, 2023, (Virtual Format)**

**Duration: ~2.5hrs**

## **Synopsis**

In association with AFRAA, SITA is staging a three-tiered workshop for African airlines on call collection/call center, enhancing airline profitability through effective direct operating cost management and the automation and digitalization of baggage processes. The workshop will deliver a set of tools to allow African airlines address the changing passenger expectations through flexible cloud-based platforms, elevate their cost management processes to bolstered profitability and get insights on breakthroughs in the world of baggage to increase operational efficiency and passenger satisfaction.

# Agenda

## Introduction

13:00 – 13:10	<p><b>Welcome and Introduction</b></p> <ul style="list-style-type: none"><li>• <b>Remarks by AFRAA Secretary General, Mr. Abdérahmane Berthé</b></li><li>• <b>Remarks by SITA Representative, Georges Touma, Business Development Senior Manager</b></li></ul> <p><b>Brief on State of the Airline Industry by AFRAA</b></p>
<b>SESSION 1</b> <b>Call collection/Call Center</b>	
13.10 – 13:55	<p><b>Presenter: Matthew Wood - Solution Engineer Senior Manager, SITA</b> <b>Duration: 30Min + 15 Min</b></p> <p><b>Synopsis:</b> <b>Airlines increasingly need to manager passenger engagement throughout their journey, responding to customers seamlessly with timely useful</b></p>

	<p>information. The presentation delivers a set of tools to allow airlines address the changing passenger expectations through flexible cloud-based platforms allowing passengers to easily contact airlines through a range of technologies like web chat, mobile application, voice, or email.</p> <p>Q&amp;A</p>
13:55 – 14:00	Break
<b>SESSION 2</b> <b>Title: Enhancing Airline Profitability through Effective Direct Operating Cost Management</b>	
14:00 – 14:45	<p><b>Presenter: Jean-Marc Perreaux - Sales Director, Maureva</b>  <b>Duration: 30Min + 15 Min</b></p> <p><b>Synopsis:</b>  <i>This presentation delves into the intricacies of Direct Operating Cost (DOC) management within the airline industry. It offers a comprehensive view of strategies and methodologies that empower airlines to exercise greater control over their direct operational expenses. By implementing these approaches, airlines can elevate their cost management processes, leading to more accurate forecasting and, ultimately, bolstered profitability. Join us as we explore the key principles and practical steps to optimize airline DOC management for a prosperous future in the aviation sector.</i></p> <p>Q&amp;A</p>
14:45 – 15:00	Break
<b>SESSION 3</b> <b>Baggage</b>	
15:00 – 15:45	<p><b>Presenters:</b>  <b>Peter Leng - Solution Engineer Senior Manager, SITA</b>  <b>Motasem Khaddaj - Solution Engineer Manager, SITA</b>  <b>Duration: 30Min + 15 Min</b></p> <p><b>Synopsis:</b>  <b>Airlines work patterns have changed significantly compared to the pre-COVID era with noticeable increase in flight cancellations, delays, mishandled baggage, and long security queues, all of which pose a threat to the industry’s long-term recovery.</b></p> <p><b>Consequently, the industry is now actively seeking to accelerate the automation and digitalization of baggage processes. The presentation will introduce many breakthroughs in the world of baggage such as</b></p>

	<p>Automatic Baggage Reflighting service, BagManager Cloud platform and Bagjourney allowing airlines to drastically reduce the rates of mishandled baggage and repatriate any mishandled bags in record time increasing operational efficiency and passenger satisfaction.</p> <p>Q&amp;A</p>
15:45 - 15:50	<i>Wrap up and closing</i>