



## AirClic Solution Helps Worldwide Flight Services Win Prestigious British Airways Innovation Award

[The Company] Based in Irving, Texas, Worldwide Flight Services is one of the world's largest ground handling companies, providing cargo, ramp, passenger and technical services to the global airline industry.

[The Challenge] In response to an RFP from British Airways, WFS needed to demonstrate how they would handle electronic invoicing and streamline the service level agreement process.

[The Solution] AirClic created an electronic reporting system to track tasks and length of time it takes to complete them. Because AirClic matches WFS' need for "radical simplicity," several additional applications including baggage tracking are now being implemented.

[The Results] In addition to being awarded the prestigious British Airways Innovation Award in 2005, WFS' relationship with the airline has evolved from vendor to trusted partner, and increased profit margins.

*Using AirClic MP, global ground handling company raises industry standards of performance and accountability*

When Worldwide Flight Services (WFS) was given the opportunity to bid on British Airways' U.S.-based ramp service contract, they faced a significant challenge. The RFP required that vendors describe in detail how they would handle electronic invoicing and streamline the service level agreement process.

That's when John Robinson, VP of Information Technology for WFS, began searching for an economical and efficient way to electronically capture tasks associated with each flight. On a recommendation from the company's telecommunications partner, he contacted AirClic.

"From an IT standpoint, it was a no-brainer. AirClic offered an all-inclusive technology solution so we wouldn't have to put up the network ourselves or invest in new equipment," said Robinson.



### Customized Solution for Tracking and Reporting

AirClic developed an electronic version of the job checklist — all tasks that take place between the aircraft's arrival and departure — and uploaded it onto WFS' existing phones enabled with the AirClic solution. With a click of a button, workers capture all job-related data, such as unloading first class and coach class bags, cleaning the cabin, safely loading and unloading freight, and moving equipment.

The report indicates how quickly each task is completed, as well as WFS' performance compared to the industry standard, and most importantly, as it measures up to the airline's expectations. Once a flight arrives at the terminal jet





bridge, for example, workers have just ten minutes to unload first class baggage and move it to the conveyer. By logging onto a password-protected web site, British Airways managers can select a flight and check on WFS' performance record.

## Accountability that Builds Credibility

The accountability as a result of the AirClic solution has been particularly important to British Airways. "For 30 years, airlines have relied on hand-written data from vendors that was less than empirical, with no real time means of validating the data," said Robinson.

According to Donna Oliver-Walker, British Airways' Director of Supplier Development for North America, "Worldwide Flight Services' customized approach gives them complete credibility as a service partner. Rather than simply tracking whether or not tasks are completed, the tool allows us to confirm that we're meeting and exceeding our customers' expectations."

The AirClic technology gives British Airways a fast and easy way to access their data from literally anywhere in the world. "Our managers are responsible for multiple airports, and with this technology, they're able to monitor each airport's performance at the click of the mouse," said Oliver-Walker. "The data allows timely identification and the ability to address issues that affect British Airways operations."

## Valued Partnership

Worldwide Flight Services' collaboration with AirClic has delivered more than just a satisfied customer. Within 18 months, WFS has become one of British Airways' top suppliers and has transformed their relationship from vendor to valued partner. In recognition, the airline awarded WFS the coveted British Airways Innovation Award in 2005 for outstanding use of technology in meeting its service commitments.

AirClic and WFS are currently developing ways to streamline other processes as well. In Boston, for example, AirClic technology is used to track mail containers that arrive on trucks and need to be unloaded and delivered to outgoing airlines within 30 minutes. In addition, the two companies are piloting an electronic bag tracking system at the Dallas/Ft. Worth International Airport.

"The AirClic solution matches our company's IT strategy of 'radical simplicity,' said Robinson. "Basically, if the user enjoys using it and it doesn't encumber their process, it passes our litmus test. Looking ahead, we see incredible potential."

## ▶ AirClic

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