



How Viva Turned Baggage into a Competitive Advantage



Viva, an ultra-low-cost carrier based in Mexico, is redefining passenger experience by investing in smart baggage management solutions. Despite operating in a cost-sensitive market, Viva demonstrates that efficiency and passenger satisfaction are part of their business goals and not exclusive to premium airlines.

The Challenge

With passenger numbers growing rapidly and baggage volumes set to exceed 10 million bags annually by 2025, Viva needed a scalable and integrated solution to manage baggage more effectively. The airline required a system that could reconcile baggage messages in real time, reduce mishandling, and enhance the passenger journey from check-in to arrival.

The Solution

Viva became the first airline worldwide to implement SITA's Bag Manager v7 across 26 most important airports in their network, fully integrated with WorldTracer Desktop and WorldTracer Self-Service. This cutting-edge deployment offers a seamless, automated baggage tracking system that ensures efficiency while maintaining cost-effectiveness and guarantees a great performance of their baggage handling processes.

“Bag Manager and WorldTracer® work together seamlessly. This integration has helped us speed up response times and give passengers better visibility of their baggage journey.”



Luis Miguel Rendón
Head Baggage Quarter Manager, Viva



Key Features:

Arrival Scanning



For the first time, the airline can track bags upon arrival, reducing the time needed to load baggage onto carousels.

WorldTracer Self-Service



Passengers can create reports, follow up on delayed baggage, and receive assistance without the need for manual intervention or the need to contact someone at the airport or through a call center.

Real-time Baggage Reconciliation



The system ensures accurate tracking throughout the baggage journey, reducing mishandling rates.

The Impact

By deploying SITA's Bag Manager v7, Viva has significantly improved its baggage operations:



Reduction in Mishandled Baggage:

A projected decrease of 35–45%, improving reliability for passengers.



Enhanced Passenger Experience: Faster baggage delivery and self-service options lead to fewer complaints and higher satisfaction.



Operational Efficiency:

The integration of baggage reconciliation and real-time scanning streamlines airline operations, reducing workload for ground staff.



“We’ve moved from reactive to proactive. Now we detect issues before passengers even notice them—and that has changed everything.”



Adrian Escobar
Customer Senior Manager, Viva

Industry Leadership

As the first airline in Mexico—and globally—to implement a full-site deployment of Bag Manager v7, Viva is setting new industry standards. The airline's sponsorship of the Mexican national soccer team highlights the importance of baggage reliability, particularly during high-profile international events like the World Cup.

Conclusion

Viva proves that even in an ultra-low-cost environment, smart technology can drive a superior passenger experience. With SITA's advanced baggage solutions, the airline is not only optimizing operations but also reinforcing its commitment to seamless travel for millions of passengers each year.

“A smooth customer experience and the reliability of our services are essential for Viva. That’s why we’ve teamed up with our trusted partners at SITA to bring in advanced technology that helps us serve our customers better and make the most of our collaboration. Thanks to automation, we can now focus our energy on what matters most—areas where our talent and experience truly shine”



Karla Vargas
Customer Experience Director at Viva

