SITA

Top 5 Tips: Lost property management

Every year passengers leave millions of personal items – including phones, wallets and bags – on planes and in airports, and costs to repatriate are high, at up to US$95 per item.

Since lost property is the passenger's responsibility, airlines have historically been reluctant to get involved, except for high value customers. New lost property management solutions, however, can represent a tremendous opportunity to reduce costs and staffworkload, and to turn around the customer experience.

So what features and benefits should you be looking for in a lost property solution?

Reduced costs and staff workload

Cut the cost of repatriating lost property by up to 75%.

Implementing a lost property management solution can dramatically reduce inbound calls, improve staff productivity, and cut down your operational costs. With a pay as you go model, you should only be billed for the service once a passenger has agreed for the repatriation of lost property. This simple and flexible business model allows you to charge extra fees to generate additional revenue. Alternatively, it allows you to absorb the cost, to improve frequent flyer or valued customer loyalty

Global, aviation-specific solution

Support the repatriation process from end to end.

You should look for a lost property management solution from a provider that truly understands the air transport industry, and which can be applied globally, wherever you fly. That way, it doesn't matter where an item is lost or found. You simply need basic flight information, and the system can then check what's been found at each location, using aircraft tail numbers, gate numbers etc. Your solution should be robust, accurate, easily configurable, and available through the cloud,. It should have easy-to-use dashboards which provide detailed statistics and allow you to make data-driven decisions.

Automation, speed, and a single shared database

Use cutting-edge technology for quick and accurate lost property management.

There should be as much automation as possible, at every step of the process. Image recognition software can quickly help identify details such as brand, material, and color, as well as identifying where and when a picture was taken. Computer vision, machine learning and natural language processing can be used to search a single multi-tenant global database of images and descriptions.

An automated matching engine reduces manual work and increases the chances of finding items reported lost. Automatic real-time translation can help you manage multi-location lost and found property from a single point. Airport or airline staff that find an item should be able to register it, create a missing item report, and validate a match in under two minutes.
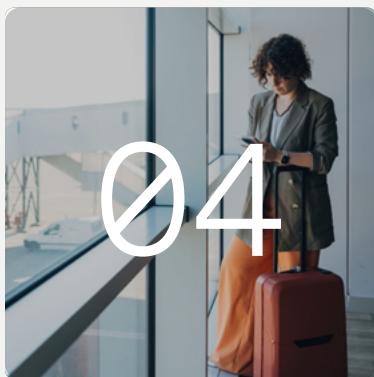
Improve passenger satisfaction

An easy-to-use self-service web interface gives users 24/7 access.

Passengers should be able to register lost property using their mobile device in a matter of seconds using a self-service portal. Automated communications should keep passengers informed by sending customized messages at every stage of the process. Once an item has been found, passengers can use the portal to organize and pay for repatriation, and be quickly reunited with their lost property.

Keep control of your brand

Avoid third-party solutions where you hand over your customer, and lose control of your reputation.

Even if you don't want to handle the actual lost and found property solution yourself, you still want to keep control and ensure you have end-to-end visibility. The self-service web interface used by passengers to report items lost, and to pay for and organize repatriation, should always reflect your own branding.

Talk to SITA about lost property management: sita.aero