



# Airlines Cargo Operations as a Service



# Introduction

Research has indicated that the global air cargo market is predicted to grow at a CAGR of over 10% by 2025 fuelled by a strong demand for manufacturing exports, increased adoption of advanced technologies and the rising prominence of e-commerce. However, to sustain and efficiently run air cargo operations, the industry needs to overcome challenges such as:

Increasing competition from other modes of transport and other air cargo vendors

Reduced global trade volumes and economic activity

High commoditization of cargo business

Fluctuating fuel prices putting pressure on revenue assurance

These challenges create the need for **cost reduction and efficiency improvement in cargo operations.**

## Solution

Wipro's cargo operations include comprehensive services ensuring efficiency and cost rationalization to maximize this opportunity of growth. These include:

### Billing

- CASS (Cargo Accounts Settlement System) billing and corrections
- New accounts signups and evaluations
- ADM management
- Confirming OCDC (Other Charges Due Carrier) charges

### Analytics and reporting

- Real-time analytics and reporting of sales and marketing
- Text, sentiment, web, social analytics, and reporting
- Automation tool implementation and integration
- Sector and route wise detailed flight revenue reports
- Agent performance report

### Marketing and campaign management

- Marketing operations
- Social media management
- Digital marketing campaign planning, designing and management
- Campaign performance optimization
- Native advertising campaign

### Contract management

- Contract creation, negotiation and execution
- Digitization
- Administration
- Risk management
- Management consulting

### Customer service requests

- Communicating with customers via email and telephone
- Calls for pre and post shipment quotations and queries
- Handling customer complaints, escalations etc.
- Tracking and tracing shipments
- Customer claims

### Reservations and rebooking

- Creating bookings and updating all handling requirements
- Rebooking (Pre-carry, offloaded and upon customer request)
- Updating shipment details as required, including interline and trucking sectors

### Handling shipment irregularities

- Responding to emails received from other stations
- Follow-up on claims, return shipments, misrouted or missing shipment
- Worldwide tracer queries

## AWB verification

- Verify all shipment details
- Ensure revenue parameters are correct
- Check for exact rate application (i.e. spot rate, street rate, contract rate etc.)
- Verification of critical areas like correct commodity and special handling codes

## Master data management

- Vendor master data maintenance
- Cargo product data
- Contract management
- Taxes and tax exemption
- Pricing and data governance

## Quotation approval for special cargo

- Consulting with pricing/ special loads/ charter/ regional management for quotations on shipments such as VAL (valuable cargo), HUM (Human remains), charter, cars, active ULDs (Unit Load device), OHG (overhang items), and AOG (Aircraft on ground)engines

## Rate audit

- Re-verification before final billing
- Audit the validity of rate applied via correct calculations, discounts and applicable supporting documents

## Revenue accounting

- Stock management
- Export sales/ billing
- Interline billing
- Dispute management

## Features



Smart auto-allocation of work based on operational data from the airline's cargo ecosystem



Automated monitoring of SLAs and AHT for quality assurance and productivity improvements



Effective centralized reporting and query/email management, even at high volume peaks



Standardized processes, powered with best practices



Strong controls of operations with complete adherence to service delivery levels



Readily seeded resources (zero hiring needed)



Rapid training of resources leading to faster commencement of operations



Deep domain expertise driven by lean and six-sigma based quality assessments



## Benefits

Our digital first approach has helped clients innovate on their preferred delivery model and helped strategize and stabilize with their growth aspirations. Our implementation methodology can deliver following value to our client partners:

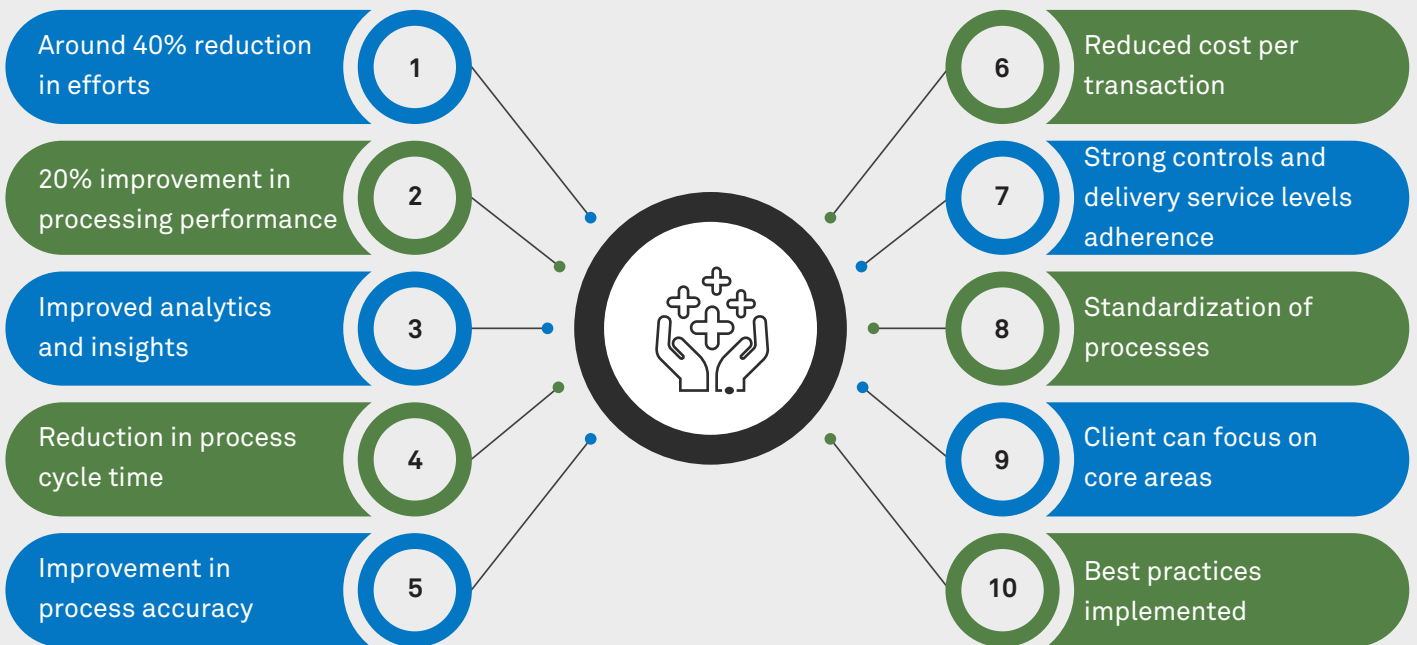


Fig.1





Wipro's cargo operations as a service solution can effectively reduce efforts by 40% and improve process performance by 20%, thus offering significant levels of cost reduction and efficiency improvement.

## Success stories

### Case Study 1

For a leading **logistics company** in the world, the key approach to distinguish them from competitors was providing unparalleled service and customer support operations. In doing so, the customer focus was on reducing average handling time, complaints and escalations, improve productivity and overall enhanced customer satisfaction.

### Solution

Wipro provided customer service in the areas like billing, price quote, complaint & query management, handling customer queues, tracking missing shipment, customer data management etc. Additionally, Wipro implemented continuous analysis on C-sat and quality to enhance customer experience, business excellence projects to deliver business value meters, increase productivity and reduced AHT.



## Benefits

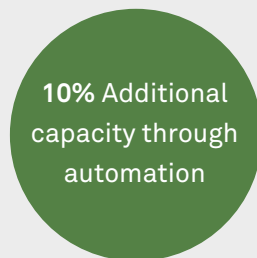
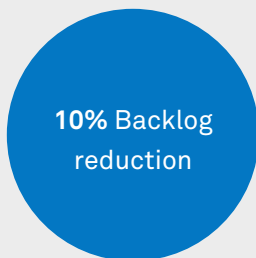


Fig.2

## Case Study 2

For a leading **American airlines cargo operations company**, it was a major task to manage the airway bills and truck planning data in a timely manner without any errors or misses.

## Solution

Wipro supported customer with AWB verification - analysis of shipments with airway bills, rebooking and reporting and truck planning to ensure shipments are booked to their destination either by flights or trucks.

## Benefits

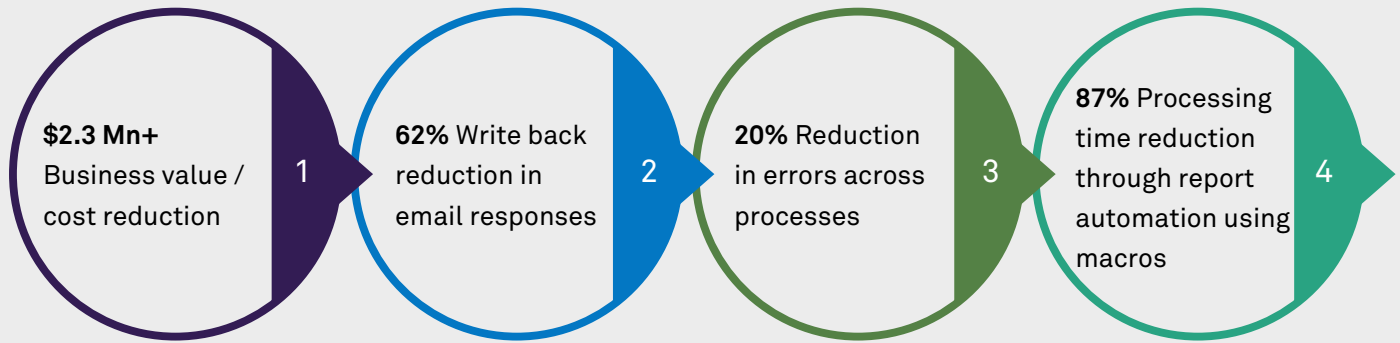


Fig.3

## Case Study 3

For a leading **freight operations technology company**, the challenges were –  
a) to build a large-scale 2D and 3D image processing, labeling, and developing road networks for autonomous vehicles, b) maps data matching and curation, and c) enhancement of their proprietary maps for navigation.

## Solution

With an integrated perspective, Wipro supported the customer by providing end to end back office services such as validate places, map process, labeling for autonomous vehicle, tech support, data analytics, tax services, BOL creation.

## Benefits

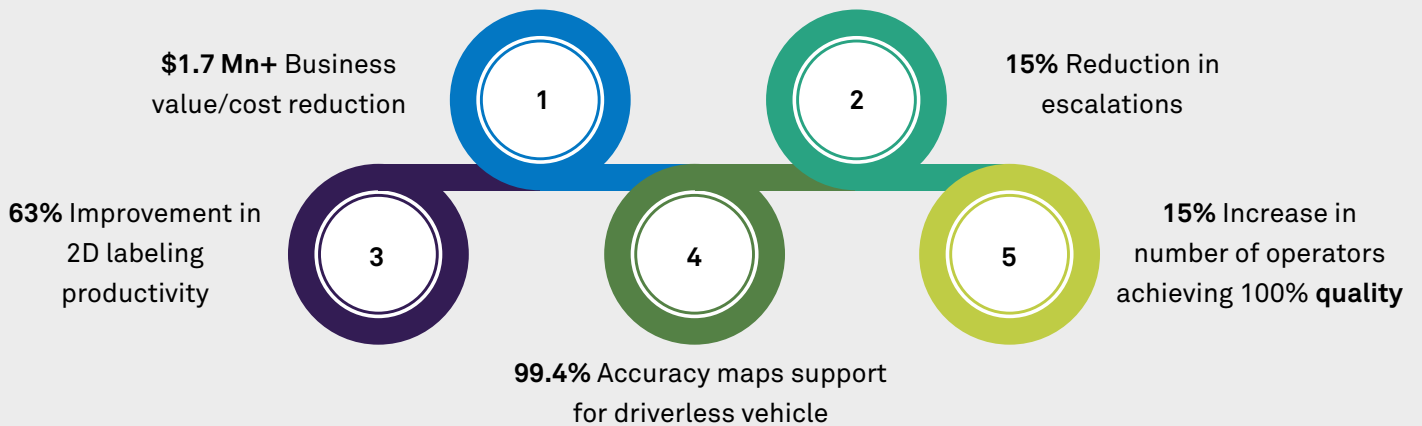


Fig.4

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