

**BAGTAG**

EBT PLATFORM SOLUTIONS

# The first all-round compatible electronic bag tag solution available



Already on board with:



**BAGTAG**

EBT PLATFORM SOLUTIONS

# Let's change the way we travel

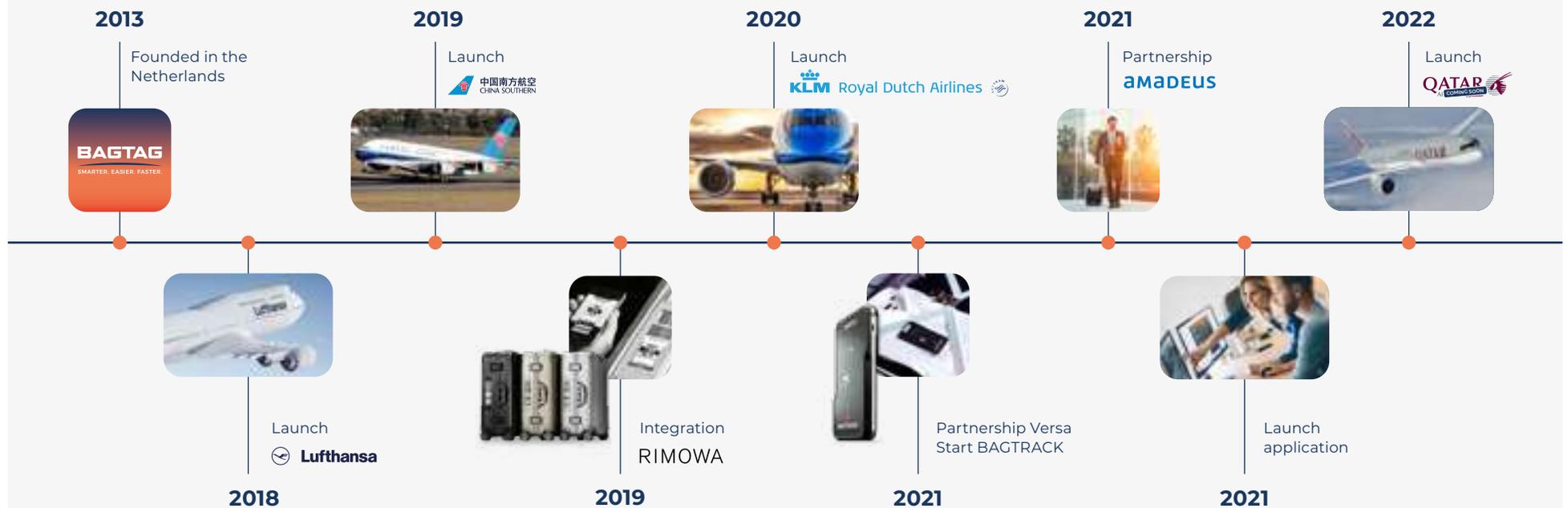
It is our mission to make travelling with  
check-in baggage the better option for  
everyone from airline to passenger.

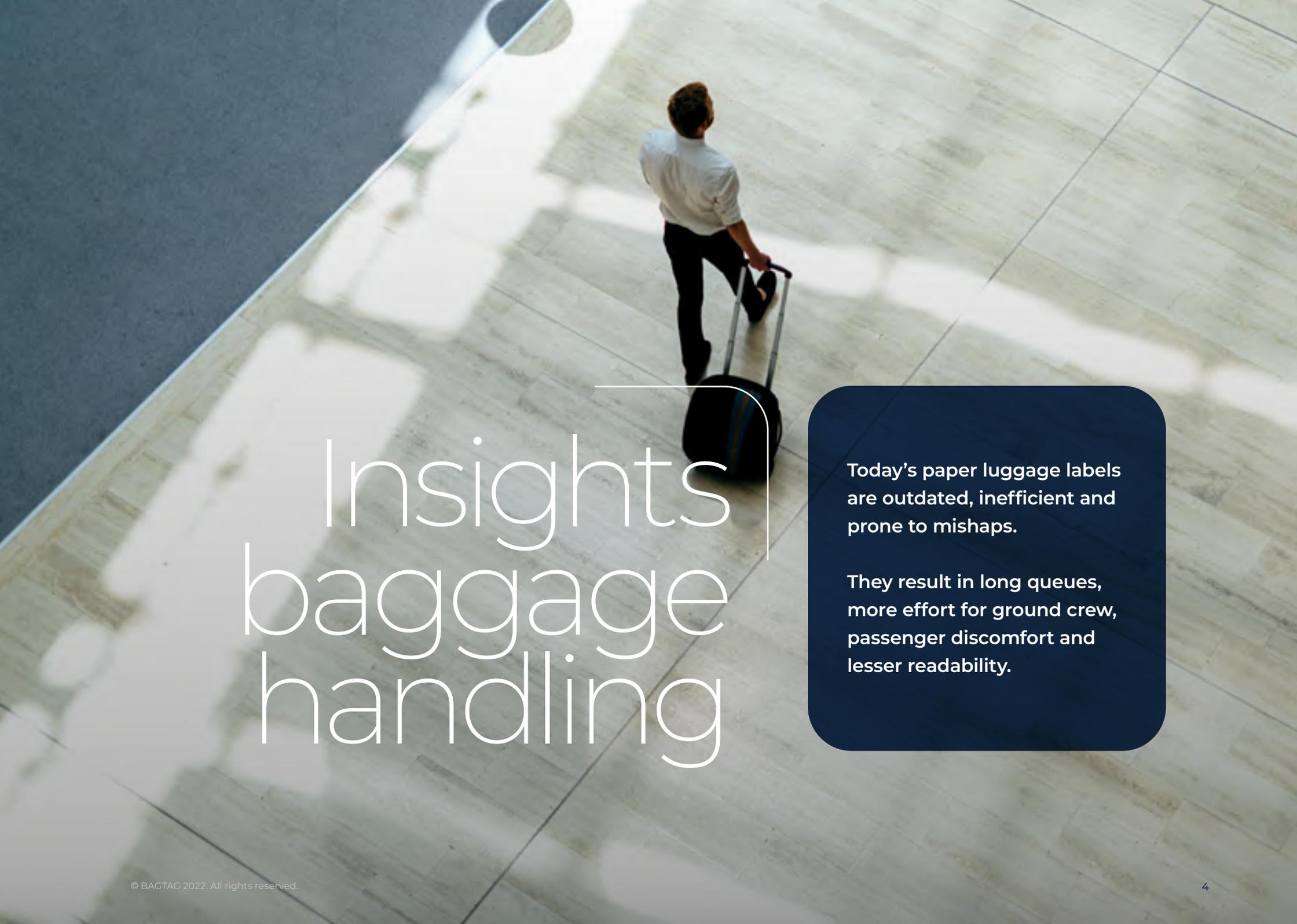


# About us

BAGTAG was founded in 2013 in the Netherlands, with the purpose of introducing the world's first flexible and secure electronic bag tag (EBT) solution.

Apart from hardware, BACTAG developed and operates a unique plug-and-play EBT Platform that connects to both airlines and EBT manufacturers. During the onboarding process, BAGTAG either support airlines with native integration or provides integration teams to work with airlines in-house.





# Insights baggage handling

Today's paper luggage labels are outdated, inefficient and prone to mishaps.

They result in long queues, more effort for ground crew, passenger discomfort and lesser readability.



Extensive investigations of passengers and airlines worldwide gave us precious insights into the downsides of current luggage handling processes.

There's a simpler, higher-return way to streamline the passenger journey.



The main takeaway is the general realisation that **the current baggage system has been fairly unevolved** compared to the rest of the passenger journey.

Industry insights

# Passenger concerns

## Queuing

A study\* conducted in 2020 through a multi-national online travel platform showed 33% of the 1500 surveyed travellers marked waiting in the check-in line as the biggest frustration when travelling with check-in luggage.

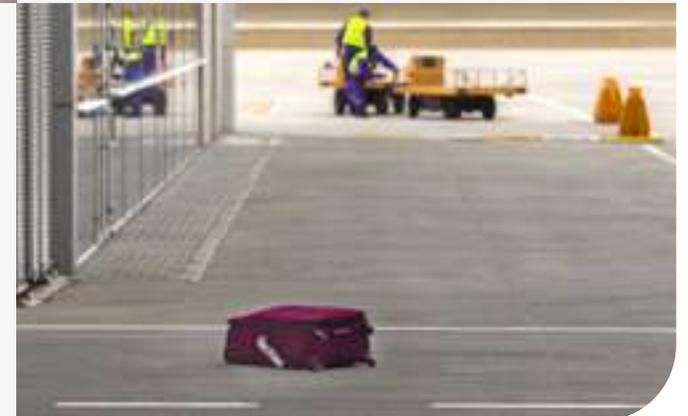


## Stress

Not being able to estimate the waiting time at check-in desks, passengers feel unsure when to arrive at the airport when travelling with check-in baggage, an important reason for many to prefer carry on.

## Lost luggage

The paper labels are prone to lose readability when faced with bad weather conditions or the enthusiastic handling of baggage by ground crew. This causes an increase in lost luggage, a serious concern for 56% of travellers, who rate worrying about losing their luggage being very to extremely worried.



\* Travel + COVID-19: Travel Technology Survey by InsideFlyer 2020

Industry insights

# Industry concerns

## Increased passenger flow

The number of flights performed globally reached 38.9 million in 2019, before the COVID pandemic. Operational processes such as baggage handling have been evolving slower and ground operational processes are often unable to comply to the increased passenger flow.



## Customer Experience

CX is considered one of the leading measures for airline success and airlines are continuously seeking ways to increase NPS with minimal investment. Despite baggage handling being highly prioritized on the to-do-list, the technology innovations are often deemed too complex to integrate.

## Innovation obligation

The travel industry has been a point of focus for many environmental and digital developments worldwide. Airlines and their partners are “obligated” innovation leaders and those who fall behind are often negatively portrayed. Baggage handling innovations help ensure to stay in the lead.



# The solution

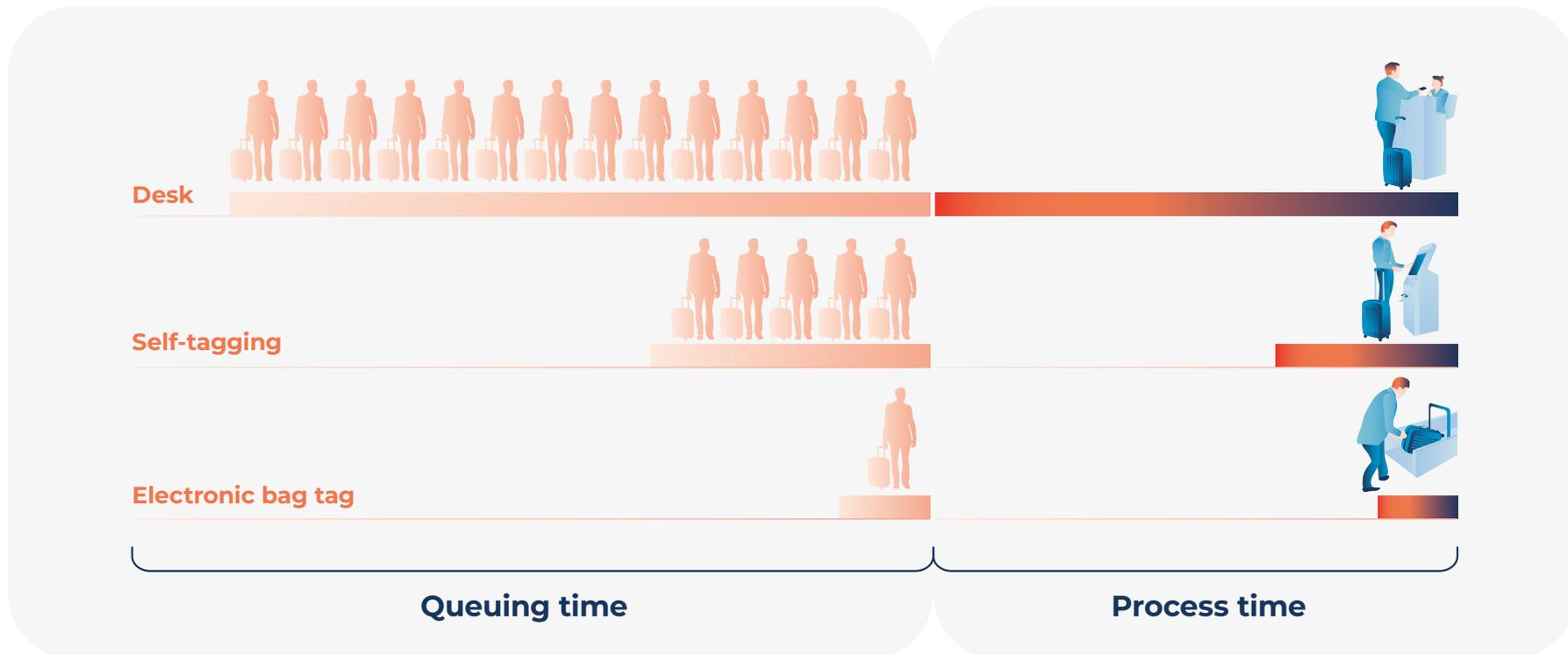
Electronic bag tags are the paperless, electronic alternative to outdated paper baggage check-in labels.

The reusable electronic device using e-paper can be easily prepared and attached to suitcases by travellers at home.

Once passengers run their online check-in, they will receive an electronic version of their baggage tag that syncs with BAGTAG-supported devices.

With BAGTAG, time and touchpoints needed for check-in can be reduced significantly by enabling passengers to arrive at the airport fully prepared for their flight.

# Offer a touchless, faster and seamless travel experience with BAGTAG



It is our mission to make travelling with checked baggage more comfortable and easier than travelling with carry-on. We are not just providing airlines with the right solutions for that, we are also helping you to implement them throughout. At the same time, we make sure that your passengers transition along with you.



# The benefits

Introducing electronic bag tags is not just about digitalising the passenger journey. There are many benefits to both operational and commercial sides.

# Key benefit areas



## Customer experience

### Digitalising the passenger journey

Nowadays we see almost every customer experience become more digitalised. With that, customers take more and more control over their own journey. Over 85% of flyers already use their mobile to do so.



Customer experience can be improved by digitalisation



## Operational Efficiency

### Significantly reducing queuing through improved passenger journey

With BAGTAG, baggage can be handled up to 4x faster and fewer queues are formed, significantly boosting efficiency without the requirement of actual operational adaptations.



Queuing reflects inefficient parts of the passenger journey



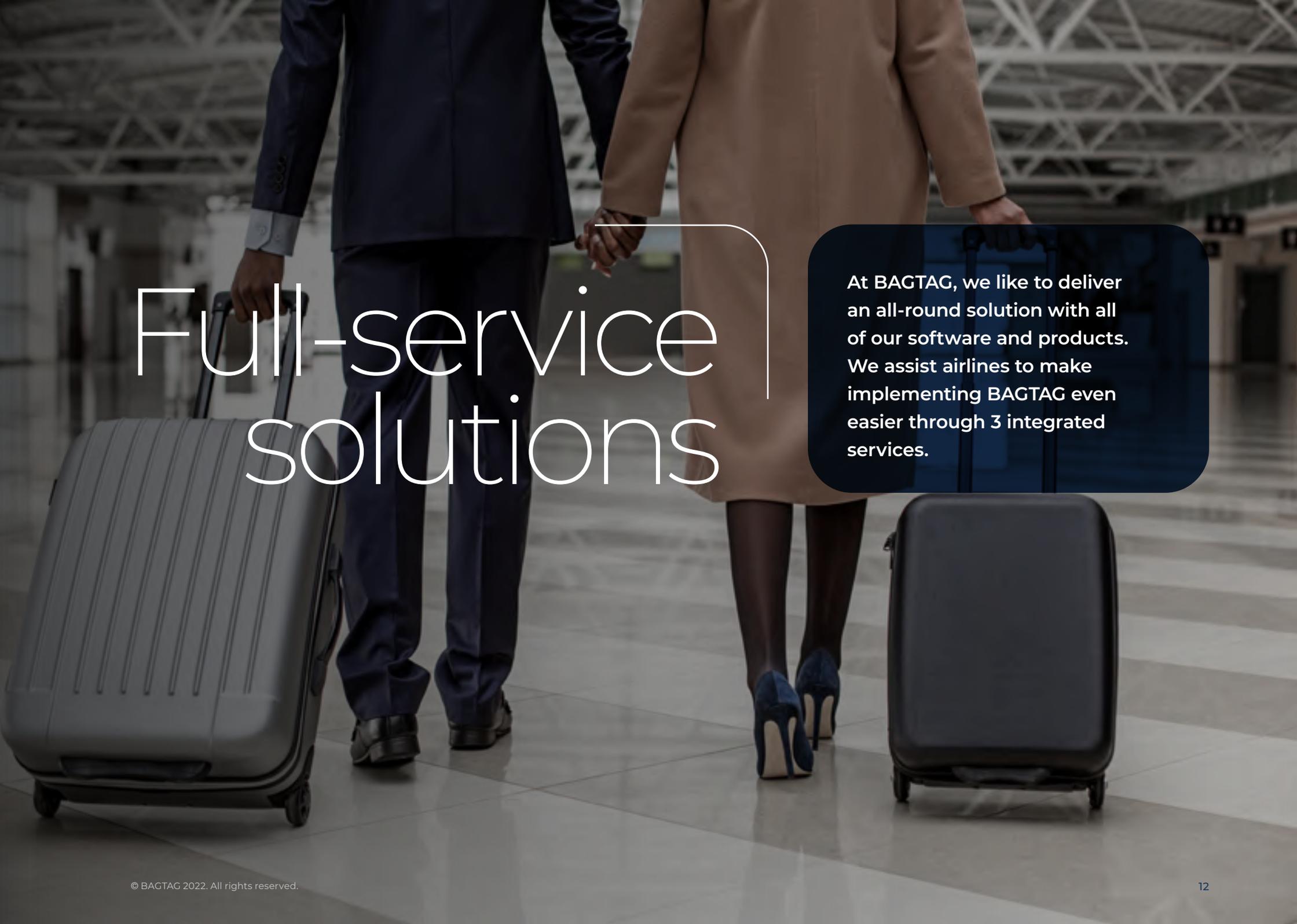
## Revenue

### Generating instant revenue

Besides cost reductions through increased operational efficiency you can resell BAGTAGs through your own channels or through our e-commerce model.



Reselling hardware leads to increased revenue



# Full-service solutions

At BAGTAG, we like to deliver an all-round solution with all of our software and products. We assist airlines to make implementing BAGTAG even easier through 3 integrated services.

# 3 main clusters of solutions



## Hardware

- ✓ Resell BAGTAG
- ✓ Gift to frequent flyers
- ✓ BAGTAG E-commerce

## Software

- ✓ Seamless software integration
- ✓ Highest level of security
- ✓ Complete customer interface
- ✓ Multi-device solution

## Services

- ✓ Technical support
- ✓ Roll out & customer support
- ✓ Increasing revenue



BAGTAG offers

# Hardware distribution



## Resell electronic bag tags

- For cash
- For miles
- Guided marketing & sales



**Highest margins**



## Gift to frequent flyers

- Great gift to reward loyalty
- Instant hardware adoption
- Customisable to loyalty branding



**Kickstart adoption**



## BAGTAG E-commerce Services

- BAGTAG provides co-branded webshop
- Distribution
- Provides kickback to airlines

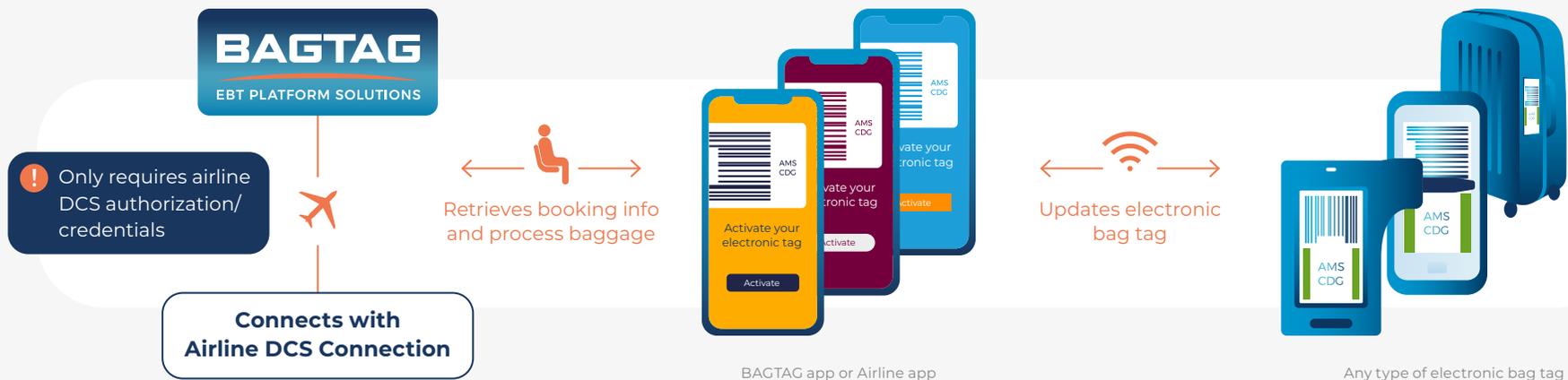


**Zero effort**



BAGTAG offers

# Software integration



## Seamless software integration

BAGTAG's EBT Software can be implemented within a matter of days and used with any application. The UX can be fully customisable to match airline branding.

## Highest level of security

BAGTAG's EBT solution uses 128-bit AES hardware encryption. This effectively reduces the chances of devices being hacked or tampered with to zero.

## Complete customer interface

Airlines receive the BAGTAG EBT Framework: a complete user interface optimised for a fast and seamless baggage check-in experience. It's also possible to service passengers through the BAGTAG application.

## Multi-device solution

Supporting any type of electronic bag tags, BAGTAG's EBT solution is fully flexible for both passengers and airlines.



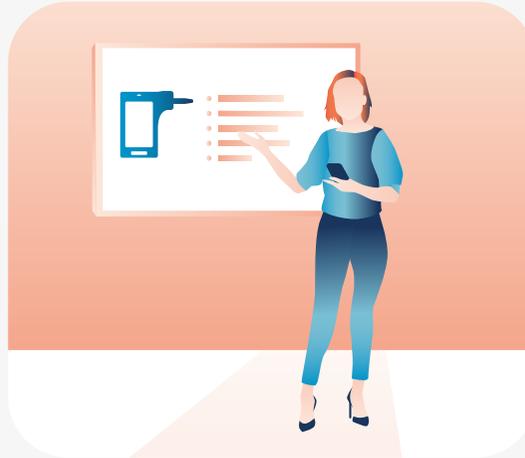
BAGTAG offers

# Supporting Services



## Technical support

Our team is ready to assist your technical staff to implement BAGTAG's solutions. But, as the framework is easily set up, being a phone call away is often more than enough.



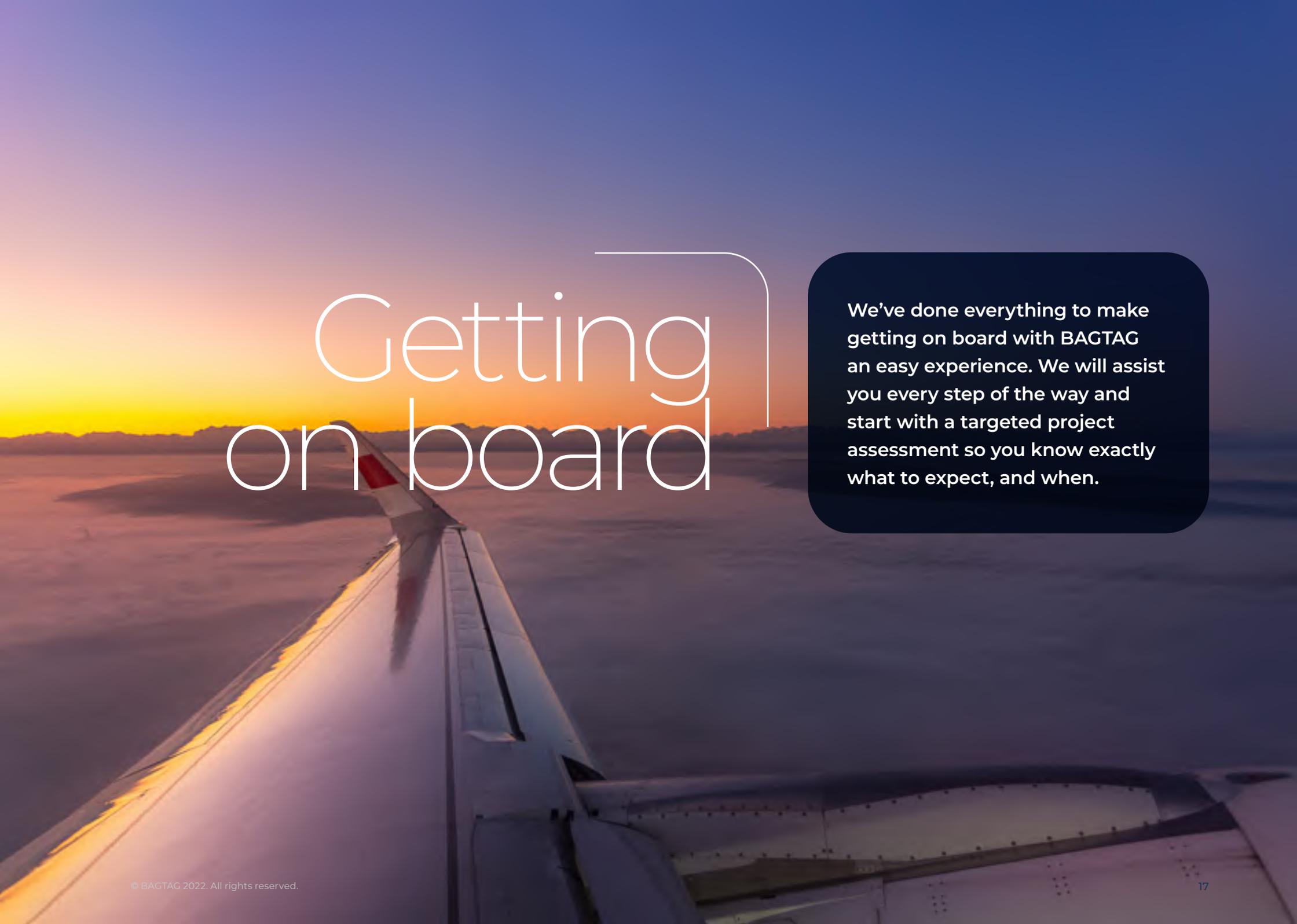
## Roll out & customer support

We will assist in teaching your staff and customers how to use BAGTAG comfortably. It being such an easy to use product, all you need is some handy guides and instructional videos.



## Marketing Support

Whether you are reselling BAGTAGs or making use of our white-labeled e-commerce setup, we are pleased to provide you with the necessary materials to make the most out of your partnership with BAGTAG.



# Getting on board

We've done everything to make getting on board with BAGTAG an easy experience. We will assist you every step of the way and start with a targeted project assessment so you know exactly what to expect, and when.

# What our partners say

*"It seemed like a substantial project but the process has turned out to be easy-going and very low maintenance in resources, mainly thanks to BAGTAG. We just ran the last update and it really works flawlessly."*

Stefan Kapactsis,  
Director Digital Travel Services



*"We firmly believe our partnership with BAGTAG will allow us to make this a success in China and internationally. The BAGTAG platform offers us a turnkey solution for electronic baggage tags that is very easy to integrate and works worldwide"*

Ms Twinkle Li,  
Senior Director Product and Service



*"We identified BAGTAG - a seven-year-old Dutch startup - as the best option to bring a seamless electronic bag drop experience to Lufthansa that gives travelers another reason to choose the airline for their next journey."*

Alexander Sascha Mai, Client Partner

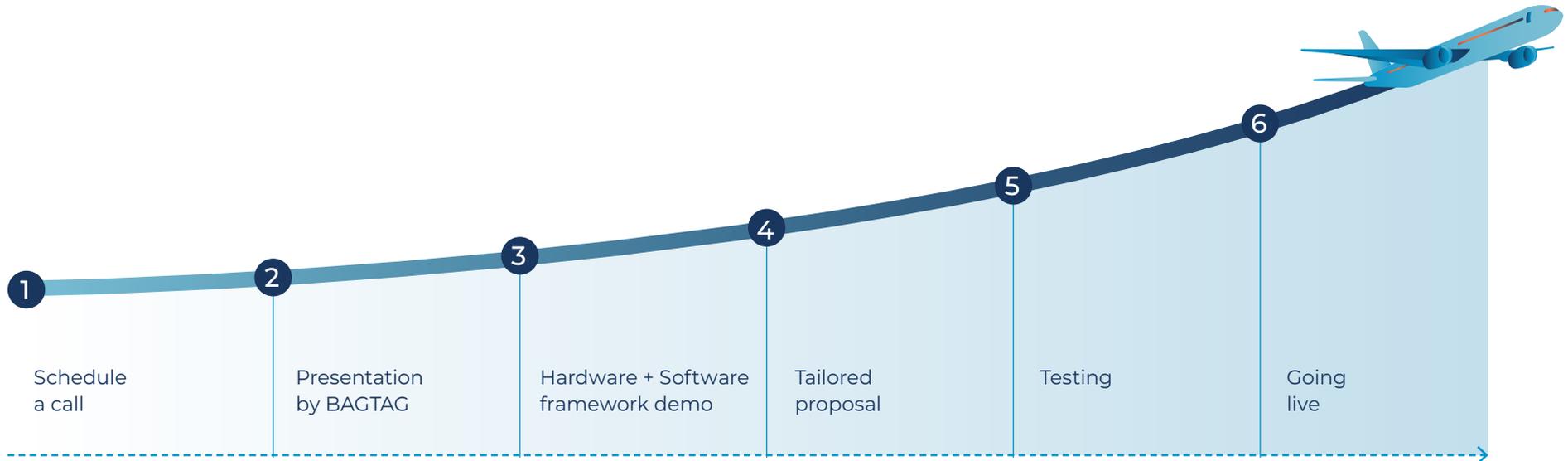


*"Given our large portfolio of solutions, it's important to us we keep things straightforward for our airline partners. This is very important to us as we want our airline partners to not just have a solution for today, but one that is ready for any changes in the upcoming decades and is as flexible as the industry in itself needs to be at this moment. BAGTAG delivers all of that"*

Karen Dodson, Head of Amadeus partner network



# Next steps...



## Available in-depth materials on request:

- Technical implementation
- Commercial & marketing
- Hardware pricing

## Contact us to schedule a call:



**Jasper Quak**  
Managing Director  
[jasper.quak@bagtag.com](mailto:jasper.quak@bagtag.com)



**Hidde Nysingh**  
Business Development  
[hidde.nysingh@bagtag.com](mailto:hidde.nysingh@bagtag.com)

# BAGTAG

EBT PLATFORM SOLUTIONS

For more information and knowlege visit  
[www.bagtag.com/industry](http://www.bagtag.com/industry)

Our partners

