

SM #	217
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Title	Specialist Baggage Team – CMC TRIAL
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OPR #	n/a	Issue Date:	09/02/25	Effective Date:	11/02/26	Valid Until:	31/12/2026
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Reason for Issue:

Delayed bags are infrequent, but they carry high cost and negative CSAT impact. This gives us the opportunity to better support affected customers. As part of several initiatives to improve the experience for customers and Ground Crew, a new **Baggage Specialist Team** (based in our CMC in Glasgow) will be live from 11th Feb 2026.

Details:

This team will be an additional layer in the current process of primary tracing, where they will take inbound calls from customers, provide on-going reassurance and updates, and proactively contact the airport Baggage Tracing agents to understand the current status of a delayed bag.

ACES will be involved if required to support the customer on the ground or more complex cases.

The primary tracing accountability remains with Ground Handlers. And Secondary tracing remains with our supplier, First Flight.

There is no change to Damaged bag or Lost property processes.

The trial will run from Feb – Dec 2026, and there will be reviews of the impact of the trial at 3 and 6 months.

Baggage Support Team details:

- Monday-Friday, 9am-6pm
- English speaking customers only
- All airports included
- Telephone and email contacts
- Out of hours (overnight and weekends) - customers will be given the current automated message about logging the delayed bag online

Baggage Specialist Team: **01753 330390** (internal only, not to be shared with customers.)

Measurements of success:

- Improve CSAT of customers with a delayed bag
- Increase the number of SSB located & returned to customer during primary tracing
- Reducing the number of executive complaints
- Reduce business cost by reducing the number of bags going to secondary tracing

Changes to Guidance Material:

Baggage Tracing agents may be contacted by telephone and by email by the Baggage Specialist team for updates.

As this is a trial there is currently no changes to the Guidance Material.