

Technology-Driven Customer Journey

In collaboration with the relevant departments, an MVP is developed in sprints.

Type of Company
Airport operator

Company Name
-

Challenge

Baggage handling and the Ground Services division in general face many challenges. Innovative approaches need to be found, particularly to address the high cost pressure.

Approach

- Development of an MVP in collaboration with relevant departments: Conducting a kick-off meeting to create a shared roadmap.
- Division of the development process into three phases: Analysis, design, and development.
- Detailed planning of phases in the roadmap to quickly deliver an initial testable product.

Office München

Elsenheimerstraße 55a
D-80687 München
Telefon +49 89 599 882-0

Office Berlin

Französische Straße 8
D-10117 Berlin
Telefon +49 30 747 82 98-0

Office Frankfurt

MesseTurm
D-60308 Frankfurt
Telefon +49 69 269 249-0

Office Düsseldorf

Sky Office
Kennedydamm 24
D-40476 Düsseldorf



Result



Identification and integration of XR technology to minimize challenges such as the shortage of skilled workers, intense competition, and regulations in baggage handling.



Support for employees through XR services to enhance efficiency and safety in baggage handling.



Creation of a new potential revenue stream through the licensing of XR technology.

Your Benefits

The project enabled the client to enhance the attractiveness of baggage handling jobs through the integration of cutting-edge XR technology, addressing the shortage of skilled workers. More efficient processes and improved availability of information during work steps led to a competitive advantage and reduced training efforts, which also facilitated compliance with regulations. Additionally, the licensing of the technology opened a scalable new revenue stream. Throughout the development process, the client benefited from the extensive support of 4C GROUP, which, through its experience and broad partner network, advanced technological innovation and ensured the incorporation of the latest standards and insights. Ultimately, the client built valuable expertise in a forward-looking technology with potential for further applications.

Your Temporary Co-Drivers



Jörg Bassen
Senior Partner

Mobil: +49 89 599 882 0
joerg.bassen@4cgroup.com



Felix Hesse
Partner

Mobil: +49 69 269 249 0
felix.hesse@4cgroup.com