

# CARGO CONTROL CENTRE LAUNCHED BY ETIHAD CARGO

News / Airlines



Another step forward into its data-driven digitalization journey is taken by Etihad Cargo with the launch of its state-of-the-art Cargo Control Centre (CCC) at its head office in Abu Dhabi! Launching a year after Etihad Cargo embarked on a far-reaching digital transformation strategy, the CCC today becomes the “nerve centre” for real-time monitoring, tracking and active management of all shipments, flights, and UAE road feeder services in an effort to enhance Etihad Cargo’s “delivery as planned” or DAP promise to its customers.

“As our latest digitalization initiative, the Cargo Control Centre shifts our modus-operandi from a historically reactive model, to a truly proactive service delivery machine that strives to maintain the service delivery promise and support customers’ needs every step of their shipment journey,” said Andre Blech, Head of Operations and Delivery at Etihad Cargo.

The centre’s core technology platform builds on Etihad Cargo’s booking and reservation system SPRINT by introducing key “always-on” tracking functionalities. These include shipment planning and performance monitoring across its five dedicated freighter aircraft as well as bellyhold shipments across more than 250 daily passenger flights. Etihad Cargo’s CCC team enjoy several large screen displays equipped with advanced software algorithms and processes which alert them of issues that may impact customer shipments, and provides them with unique tools to resolve any such “irregularities” or service recovery matters, ultimately allowing Etihad Cargo to

increase its Cargo IQ metrics, an IATA initiative to set an industry measure through which any airline is measured by its percentage of shipments that are delivered as planned.



Through the CCC, Etihad's cargo flows, departures and arrivals across the network can today be monitored 24 hours a day, with a heavy focus on special products that are most sensitive to schedule variations and disruptions. In addition to its air shipments, Etihad Cargo is now also able to monitor in real time all of its road feeder services across the UAE, and the new center is enabled with the requisite technology to expand this real-time road feeder service oversight to more than 100 lanes in Europe and the Americas over the coming months.

In a second phase, Etihad Cargo plans to add further functionality to the CCC to allow monitoring of its Quick Ramp Transfer shipments at its Abu Dhabi International Airport HUB, providing instant alerts on potentially problematic connections and allowing the customer service team to proactively take immediate corrective action. Separately, Advanced Cargo Information (ACI) monitoring, which sends automated alerts on custom conflicts to minimize the time spent checking individual shipment documentation, will be configured on 10 of Etihad Cargo's busiest routes by the end of the year which will support timely clearance of shipments at destination.

“By implementing data-driven technology and harnessing the ever-changing digital landscape, we have created a customer-friendly software that provides our team with market leading tools to better serve our customers when they need it most,” said Rory Fidler, Etihad Cargo's Head of Technology and Innovation. “This is yet another step in the continuous evolution of Etihad Cargo to become a digitized air cargo carrier of choices”.

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