

Qatar Airways Cargo prioritises digital transformation

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Doha : In its digital transformation plan, Qatar Airways Cargo aspires for reliable information, quick access, and efficient interactions - first and foremost for its customers, but also, in equal measure, for its personnel.

Qatar Airways Cargo is Moved by People and offers the best user experience possible through a combination of clever technology and completely personalised customer service.

Digital transformation is a key component of The Next Generation concept, which entails a completely new way of thinking about business: in the fast-changing air cargo industry, The Next Generation approach is also intended to help Qatar Airways Cargo realise its full digital potential in order to improve processes.

"Digital tools are an enabler and an enhancement of our service portfolio, giving our customers a broad and varied choice of how they wish to interact with us, and our employees the tools for proactive rather than reactive engagement. Our digital developments are based on reducing process inefficiencies so that customers receive a faster turn-around. These adaptations enable our people to focus on value-added work, not on repetitive manual tasks that do not bring value," said Faisal Karamat, Vice President Customer Experience, Qatar Airways Cargo.

The airline is also striving to equip its sales staff with data analytics to give personalised services to clients, as well as to send aircraft-load and shipment information to the

operations team ahead to flight arrival, allowing them to simplify cargo movement. The digital transformation plan of Qatar Airways Cargo focuses on replacing repetitious manual operations with digital solutions, enhancing current systems, and building intelligent interfaces to industry software. Qatar Airways Cargo is also looking into methods to improve service response times at various client touchpoints. For example, whether a customer is IATA CASS-registered or non-IATA CASS determines how soon they may start an account with Qatar Airways Cargo. Qatar Airways Cargo's website has also seen a comprehensive overhaul this year to increase its engagement and offer a more interactive and reliable source of answers to customers' air freight questions.