



Bagging bigger sales

When it comes to boosting inflight sales, Collins Aerospace's new electronic Cabin Bag could be the answer, says **April Waterston**

Inflight shopping has to be easy. It has to be easy for the passengers, easy for the crew and easy for the vendors and their inventory loading. The new Collins Electronic Cabin Bag (eCB) aims to ensure just that by creating a connected eco-sphere of information that flows between the key players for maximum efficiency.

The system has been designed so airlines can offer passengers the convenience and efficiency of online shopping from their own personal devices. Through their smartphones, the passengers can access products such as duty-free items, food and beverage menus, and travel services such as seat upgrades. They only see in-stock items and they pay directly through their airline loyalty account or through their own credit card.

Passenger empowerment

Giving passengers the power to self-order from their personal devices makes the process feel more familiar and straight-forward to them but also reduces non-essential contact between passengers and crew. This also helps improve cabin hygiene at a time of heightened anxiety around personal interactions, and encourages



passengers to engage and order on their own terms.

The connections within the system improve service as the cabin crew can access, prepare and deliver items as and when requested, and streamline this work to fit around their other duties in a more efficient way than with traditional retail routines.

Revenue boosting

The system is also set to increase ancillary revenue as having access to real-time inventory helps ensure passengers get what they want, when they want it, and supports improved customer satisfaction with the shopping experience. The eCB catalogue is automatically updated to reflect true inventory levels onboard so

passengers are not left disappointed by ordering out of stock items and crew are spared those awkward conversations about lack of availability.

Information flow between crew and vendors ensures efficient inventory replenishment.



Collins eCB aims to offer a more enjoyable, safer and efficient journey

The eCB's data and analytics help airlines improve operational performance and reduce turn-around disruptions, as loading needs

become more precise and effective.

The system is hardware agnostic so it can work with any third-party system or provider. It puts the focus on flexibility with features that ensure it can evolve alongside the demands of airlines and passengers. collinsaeospace.com •

