

# [American airlines baggage service](https://assignbuster.com/american-airlines-baggage-service/)

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American Airlines Baggage Service   
It is true that mishandled baggage incidents decrease the level of customer satisfaction regarding the services of any particular airline. The problem of mishandled baggage can be resolved by implementing an effective and efficient baggage handling system that should be able to check and trace all baggage loaded onto the aircraft. Use of barcode scanners to track the loaded baggage is a good option but it only deals with misplaced or lost bags. It does not help the concerned authorities in protecting the bags from damaging. The level of customer satisfaction decreases when they find their precious things damaged due to mishandling of baggage.   
The way to resolve the issue of mishandled baggage and improve customer loyalty is to do smarter baggage management. Moreover, the airline can also use IBM software solutions to improve its services in baggage handling. IBM solutions include innovative technologies, such as, built on service-oriented architecture (SOA), a robust infrastructure, and full track and trace bar code readers that ensure improved safety and security of passengers’ bags.