



# IAG Cargo

## ASCENTIS FREIGHT HANDLING CENTRE IN VR

*Improving safety & efficiency through immersive training*

**The challenge** | Create a safe, memorable & efficient way to onboard & upskill employees in IAG Cargo's Ascentis freight handling centre in Heathrow.

IAG Cargo's freight hub in Heathrow, one of the world's busiest airports, Ascentis handles over 500,000 tonnes of cargo every year. From lion cubs to daffodils, gold bars to flu vaccines, there's not much they haven't handled there. It is as long as 6 football pitches & has over 2000 employees so it is difficult for individuals to understand how it all works.

**The solution** | Recreate Ascentis in VR and use AI to analyse and improve training efficiency.

This VR experience shows both new and existing staff how a piece of freight moves through the Ascentis facility. There are interactive stops throughout the experience providing information, training and safety awareness. Users can safely practice driving a forklift in VR, or prepare cargo for an aircraft, so that they are better prepared and informed when they do it for real.

IAG Cargo can then use the HEAT platform and its powerful machine learning capability to analyse what factors influence learning, safety and information retention.

### RESULTS

**The result** | Improved employee onboarding, engagement & efficiency. Using the HEAT platform, IAG Cargo have been able to identify and measure the key factors affecting their KPIs. Using this insight, IAG Cargo are able to help their people perform better, more safely and in a more memorable way.

94%

of users said they have learned something new since working with VRAI

8/10

Employees understanding of the operation increased from 5/10, to 8/10.

>15 mins

Tour timings reduced from an average of 90 minutes, to 15 minutes.



**Carly Morris**  
Head of Innovation at IAG Cargo

"Since working with VRAI to create a virtual tour of our Ascentis warehouse, 94% of users said they have learned something new (compared to the physical tour) and their understanding of the operation has increased from an average of 5/10, to 8/10. Moreover, we have managed to reduce tour timings from 90 minutes to 15 minutes. The experience has also inspired colleagues to explore how virtual reality could be used in other parts of our business."

