

Mobile enhances passenger experience for BA

Business need

An **instantaneous communication channel** for sharing flight update information, including delays, re-bookings and cancellations.

BRITISH AIRWAYS



The solution

Passengers enter their **mobile numbers** via ba.com.

Up-to-the-minute **SMS alerts** are sent if their flight is going to be delayed or is cancelled. Messages are sent in a **number of languages**.

The service integrates with BA's existing information system.

- During the recent air crew strikes (March '10), BA sent out over **47,000 SMS alerts** to passengers over 10 days, saving unnecessary trips to the airport and allowing plans to be reorganised.
- During the two days of disruption caused by Icelandic volcano activity in April '10 over **180,000 SMS alerts** were sent to passengers and cabin crew in the UK.

180,000
SMS alerts in 2 days

47,000 SMS alerts over 10 days

