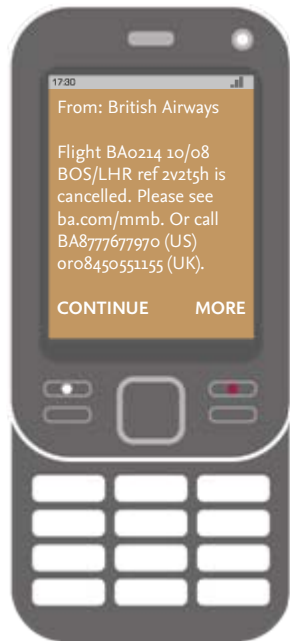


Mobile enhances passenger experience for BA

Business need

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



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.



Results

- During the air crew strikes of March 2010, 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.

