

# easyJet

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# Today's Agenda

Introduction

Background of company

Aim and objectives of company

Advantages of the modern technology

Disadvantages of the modern technology

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# Introduction:

The EasyJet Airline is British low-cost company and it was founded in 1995 by Sir Stelious Haji-loannou, it is a private limited company owned by Easy Group and it is also listed on the London Stock Exchange.

The first flight of this airline was from London-Luton to Glasgow took off on 10 November 1995.

It operates domestic and international scheduled services on over 1,000 routes in more than 30 countries.



# Background of the company

During the first year, easyJet used one of British Airways plane.

EasyJet bought the first of its own planes in April 1996.

The first easyJet flight from Dortmund Airport departed on 15 July 2004 for Palma de Mallorca.

In 2008, easyJet acquired the British airline GB Airways and is now the fourth

EasyJet has a total of 279 routes from 72 airports in 6 countries in Europe.



# Aim and Objectives of the Company

Two aim of this company are...

1. With recognition for providing more efficient low-cost flights whilst maintaining as high quality of service as possible.
2. Brand Name: Easy to pronounce, recognize and remember.

AND

The objectives are as follows:

1. Low fares and high frequency between major European airports.
2. Features: Punctual and no-frills.
3. EasyJet's website acts as a main distribution channel for e-ticketing that can be viewed in 18 languages.

# Advantages of the modern technology

- Thank to the modern technologies, easyJet can support over 10.000 crew members, 270 aircraft and 1600 flights.
- EasyJet have new technologies from virtual reality and the cloud to electronic boarding tickets.
- EasyJet manage the relationship with capabilities, driving revenue by increasing customer loyalty and implementing it is broader digital strategy. The increasingly sophisticated use of data will enable us to continue to make travel easy and in the longer term.



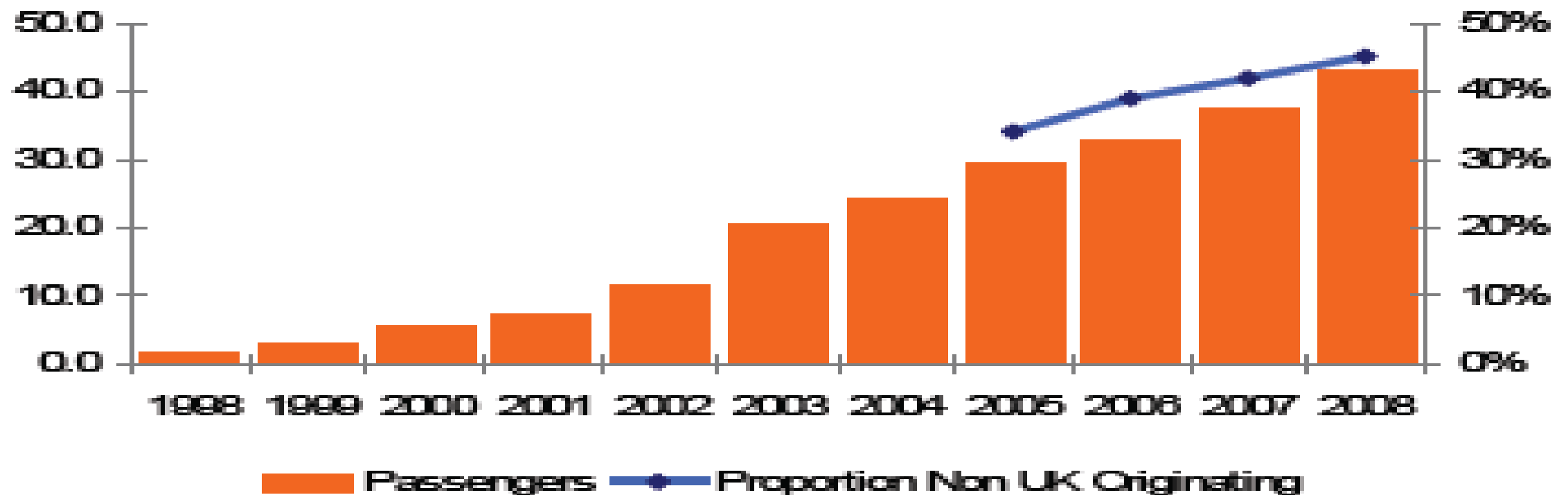
# Disadvantages of the modern technology

- There are some factors that increasing the prices:
  1. Energy crisis
  2. Terrorism
  3. Environmentalist
- Doing the check-in in the airports, became more expensive for some customer that they are unable to use modern technology and last minutes passengers.
- This airline use small airports that are located far outside the city because is cheaper but less practical for travelers because it takes longer to arrive in the city.
- Unfortunately, these are not always the prices that you must pay. Sometimes they have extra costs for taxes, surcharges and payment method.

# Impact of the modern technology

**Growth in passengers 37% CAGR over past 10 years**

millions



# Modern technology and employee engagement

- Regular updates are provided to employees on key issues for the business, including our financial performance.
- At 30 September 2019, they employed over 15,000 people in eight countries across Europe.

# Key issues of modern technology

- Digital and technology-driven initiatives are very important for easyJet. The company has designed an app where you can book or check-in the tickets. There are a minority that have complaints about boarding pass and then they have to wait the big queue .
- The schedules of the flights are an issue that provoke big delays because there was technical issue with the route and the plane.



# Comparisons/Differentiate (old and new technology)

| OLD                                     | NEW                                                                                             |
|-----------------------------------------|-------------------------------------------------------------------------------------------------|
| Aircraft checks took 2 days in the past | With <b>drones</b> they can spend just a couple of hours to make checks                         |
| Engineers used to solve issues by phone | Engineers can see live which is the issue on board with one VR direct from airport or somewhere |
| Passports were checked by one person    | Passengers scan their passport details using an app                                             |
| The bag machines were not automatics    | They have introduced fully automated bag drop machines                                          |



# Lesson drawn from modern technology

## Mobile app / Apple Watch

- Our award winning mobile app allows our passengers to book, check in for flights, download mobile boarding passes and receive real-time information on flight status.

## Mobile boarding pass

- In 2013 we added a mobile boarding function to our app, allowing our customers to check in in less than 10 seconds, download and store their boarding passes on iPhone and Android phones.



# Conclusion

- The easy jet has a growing opportunity in the market since it has a very high infrastructure and a better policy of cost management.
- The resection gives an advantage of promoting the low-price budget to easyJet towards the European market.
- The new flights which are used by the company increase the customer satisfaction as well as the safety and fuel consumption.
- The future of enhancing the routs from European countries to other destination will increase the customer base.
- The political factors of the current UK situation will not improve the sales where the customers don't have way of increasing money. The taxes and vat increase will directly affect the EasyJet.

## References:

- <http://corporate.easyjet.com/investors/reports-and-presentations/2019>
- <https://www.ukessays.com/essays/business/an-introduction-to-the-easyjet-airline-business-essay.php>
- <https://en.wikipedia.org/wiki/EasyJet>
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*Any Questions?*



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## Digital Skills and Research Methods

Group presentation and report

Students Names: Dariana Soria Pardo(1914783), Arteom Poleacov(1917562),  
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Lecturer: Dr Mushfiquir Rahman

**ORGANIZATION NAME- EASYJET**

**INDIVIDUAL CONTRIBUTION: ARTEOM POLEACOV, STUDENT ID (1917562)**

**SLIDE 0- (Presentation)**

In this project we will talk about a big company that over the years has been growing and improving from an economic and technological point of view. This company is called EasyJet and focuses on the development of strong positions at Europe's leading

airport – flying between airports that people want to travel frequently optimized. At major airports, this airline is the main competitors. The resection gives an advantage of promoting the low-price budget to EasyJet towards the European market. The destinations which use to fly are an advantage to the customers since it covers most areas of Europe. As a group we decided to talk about this airline, as it offers a better flight experience thanks to greater baggage allowances, fewer airport problems and more quality when flying.

**INDIVIDUAL CONTRIBUTION: SKARLIN SALAZAR LOMBEIDA, STUDENT ID (1917558)**

**SLIDE 3,4 & 10 (Introduction, Background & key issues of modern technology)**

The EasyJet Airline is British low-cost Company was founded in 1995 by Sir SieliousHaji-loannou, it is private limited company owned by Easy Group and it also listed on the London Stock Exchange. The airline operates on low cost Budget, service for leisure and business passengers and air files 100 top European routes and connecting to different exciting destinations all over the world. The first flight of this airline was from London-Luton to Glasgow took off on 10 November 1995. It operates domestic and international scheduled services on over 1,000 routes in more than 30 countries.

During the first year, EasyJet used one of British Airways plane. EasyJet bought the first of its own planes in April 1996. The first year from Dortmund Airport departs on 15 July for Palma de Mallorca (Spain). EasyJet bought out a main competitor in Go, which was British Airways challenge to easyJet in the Low Cost Budget Airline sector. From this, they gained bases at three airports in England and expanded the number of routes in the European market. It gained industry recognition as it received awards such as “Best Low-Cost Airline 2009” and “one of the 100 great marketing moments of the 20th century”. In 2008, EasyJet acquired the British airline GB Airways and is now the fourth EasyJet has a total of 279 routes from 72 airports in 6 countries in Europe.

Digital and technology-driven initiatives are particularly important for easyJet. Easy jet has designed an app where you can book or check-in the tickets. The company is always updating it, that consists to help the costumers at each stage of their journey. Although in this app is too useful for million persons but there are a minority that have complaints about the boarding pass, sometimes the app is block and they must wait in the big queue. If you have the app the ticket goes directly to the app without email of confirmation. And this is a big technological issue for EasyJet’s business

The schedules of the flights sometimes change with a big delay because there was technical issue with the route and with the plane, once a flight was delay for 72 hours it supposed to fly on Tuesday in the afternoon and was Friday in the afternoon and they still where in the airport of Jersey. An example of the issue that EasyJet could have. Most people are used to flights nit not for more than a few hours.

**INDIVIDUAL CONTRIBUTION: DARIANA SORIA PARDO, STUDENT ID (1914783)**

**SLIDE 5, 6 & 7 (Aim and objectives of the company, Advantages of the modern technology & Disadvantages of modern technology)**

*The aim of this company is:*

To provide more efficient low-cost flights and maintain high quality of service. That is why EasyJet is a well-known company in Europe. In this company they are always innovating with data, using the millions of data points to make smart decisions and shape the future of travel. The first thing the founders of this company thought about the brand name is that it had to be easy to pronounce, recognize and remember. EasyJet focuses on being at airports in Europe that people want to travel with an optimized frequency. Its main competitors at these major airports are legacy airlines.

*The objectives of this company are:*

Low fares and high frequency between major European airports. To be recognized for the punctuality in the flights and journeys. The EasyJet website acts as a distribution channel that can be viewed in 18 languages.

There are some advantages and disadvantages in this company:

*The advantages* are that thanks to the modern technologies, easyJet can support over 10,000 crew members, 270 aircraft and 1600 flights. As we know, technology is of great importance in our daily lives. EasyJet has new technologies from virtual reality and the cloud to electronic boarding tickets. EasyJet manages the relationship with capabilities, driving revenue by increasing customer loyalty and implementing it in its broader digital strategy.

On the other hand, this company has some factors that are *disadvantages*:

Energy crisis: high fuel costs are hammering the bottom line after first half losses at the low-cost airline more than doubled.

Terrorism: easyJet has reported a sharp fall in profits after a year for the aviation industry. The 28 percent fall was the first drop in profits since 2009.

Environmentalist: This year our carbon emissions per passenger kilometer were 77.07 grams. We have reduced this by over one-third since 2000 and our aim is to bring this down further.

But in the long-term, this will not be enough. Aviation will have to reinvent itself, the company thinks to move to electric and hybrid aircraft powered by renewable energy, along with other carbon reduction technologies. Our operations can affect those who live near airports or under flight paths.

*Also, we have other disadvantages like:*

Doing the check-in in the airports, it is more expensive for some customer that they are unable to use modern technology and last minutes passengers. This airline uses small airports that are located far outside the city because is cheaper but less practical for travelers because it takes longer to arrive in the city. Unfortunately, these are not always the prices that you must pay. Sometimes they have extra costs for taxes, surcharges and payment method.

### **INDIVIDUAL CONTRIBUTION: ALESSANDRO ROSANO, STUDENT ID (1917560)**

#### **SLIDES 8,9 & 11 (Impact of modern technology, Modern technology and employee engagement, comparison/different (old and new technology))**

This slideshow is a graphic showing the increase in passengers, from 1998 to 2008. This helps us understand that modern technologies such as selling tickets online, where people can buy tickets from home or wherever they want instead of going to the airport to buy them, helps increase the number of customer and therefore increase EasyJet's finances. Things have changed outright before people had to go to the airport to buy a plane ticket, this was expensive and not very convenient.

EasyJet constantly updates it is employees on key issues of the company with transparency, also provides information on the company's financial situation and the performance obtained. In addition, on 30 September 2019, EasyJet employed more than 15.000 people in 8 different countries in Europe.

This company has also had many changes and has mane continues progress. Here we have some differences between the past and present in EasyJet:

A few years ago, aircraft controls took about 2 days, because all those checks were carried out by step-by-step operators. Another problem with manual checks is made by some specific drones. So, they can spend only a couple of hours making checks because drones are made to find errors or problems in real time and communicate directly with EasyJet operators who can try to solve the problem from home or wherever they are. One of the advantages of using these drones is that the company can save a lot of money in human manually work.

Another difference between the past and now is that: they are looking at deploying a new technology based in a VR on board in the aircraft and thanks to the augmented reality, engineers can see in real time what happens on board. They want to use this technology because in the past, to solve some imminent problems on board, engineers had to speak by call with staff on board in the plane and unfortunately, they could not see what was going on. Another difference with the past is that now customers can use mobile app for doing the ID check.

## **INDIVIDUAL CONTRIBUTION: ARTEOM POLEACOV, STUDENT ID (1917562)**

### **SLIDES 12 & 13 (Lesson drawn from modern technology & Conclusion)**

Below we will talk about the impact in technology that this company has had and the development of it. As you well know, everyone has the possession of a smartphone.

Consequently, the company has created an app dedicated to EasyJet, where through a device, it is possible to book a plane ticket, check-in and view the boarding pass. The easy jet has a growing opportunity in the market since it has an extremely high infrastructure and a better policy of cost management. Increasing the customer retention management module will increase sales of easy jet and it can focus on the future.

The resection offers advantage of promoting EasyJet's low-price budget to the European market. New flights that are used by the company increase customer satisfaction as well as the safety and fuel consumption.

The future of enhancing the routs from European countries to another destination will increase the customer base. We believe that the political factors of the current UK's current situation will not improve sales when the customers have no way of raising money. Taxes and the increase in the vat will directly affect the EasyJet company.

### **LIST OF REFERENCE**

- <http://corporate.easyjet.com/investors/reports-and-presentations/2019>
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