
BRITISH AIRWAYS **PRESENTATION**



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OBJECTIVES

- **Introduction.**
- **Back ground of British Airways.**
- **How British Airways users modern technology to help with employability and Efficiency.**
- **Challenges before modern Technology.**
- **Insights of the Technology Introduced.**
- **Lessons drawn from this case study.**
- **References**

INTRODUCTION.

We have took the time to research key points on British airways as a Team and individually, we hope you enjoy our presentation & maybe learn something new Today.

Thanks!

HISTORY OF BRITISH AIRWAYS

-
- **British Airways (BA), was formed in 1974.**
 - **The Two largest UK airlines merge together (BOAC) & (BEA)**
 - **Owed by British Airline Group.**
 - **850 Flights a day.**

THE FIRST BRITISH AIRWAYS CONCORDE

- **Introduced in 1976.**
- **Capable of carrying 100 passengers.**
- **Speed of 1,350 miles per hour.**
- **55,000 feet in the Air.**



CHAIRMAN OF BRITISH AIRWAYS

- **1980**
- **Prime Minister Margret Thatcher.**
- **Lord (John) King.**
- **Prepare for Privatization.**
- **Campaign.**
- **Workforce reduced from 60,000 to 38,000.**

SPEEDBIRD LOGO

- **Designed in 1932**
- **Used for 52 years.**
- **Logo for Imperial Airways**
- **By Theyre Lee-Elliott.**
- **British Overseas Airways Corporation and British Airways.**
- **Most Recognised logo.**



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IMPACT OF TECHNOLOGY ON BRITISH AIRWAYS

- **Due to technology, British airways have saved time by emailing flight tickets and instructions as automatic mailing instead of posting tickets to passengers.**
- **Secure data**
- **No need to panic when losing tickets as details are saved electronically**
- **Breathing masks in plains have saved many lives**
- **Walkie-talkie has allowed security to keep people safe and guide them.**

(Drummond, n.d.)

IMPACT OF TECHNOLOGY ON BRITISH AIRWAYS

Positive impacts:

- **Technology has allowed the British airways to have artificial intelligence to speed up.**
 - **Impacted customers- delivering smooth airport experience.**
 - **Charging spots in airport- good impression and stress free.**
 - **Easy to track planes (safe impact)**
 - **Quick pay with card and smart phones attracts customers.**
- (Airways, n.d.)**

IMPACT OF TECHNOLOGY ON BRITISH AIRWAYS

- **Ground radio stations made navigation more clear.**
- **Navigation system is integrated with autopilot.**
- **Self boarding gates allowed staff to prepare aircraft to depart efficiently.**
- **High speed WIFI- gives customers freedom to entertain themselves from their seats safely.**
- **Robots in 2020 have been carrying out simple tasks which has made the organization more organised.**

(Airways, n.d.)

IMPACT OF TECHNOLOGY ON BRITISH AIRWAYS

- **Biometric technology- face scanning to board flights. Gives safe trusted journey and easy recognition of passengers.**
- **Scanning items in baggage's- impacted British airways and passengers to be safe and limit weight in flights.**
- **Time consuming**



IMPACT OF TECHNOLOGY ON BRITISH AIRWAYS

Negative impacts:

- **TV on each seat- negative impact as it burn fuel more faster**
- **very expensive, electronics interfere with airplanes.**
- **Technology is dangerous for planes that is why airplane mode is invented on every electronic gadgets.**
- **Technology glitch in the airline's check-in and departure systems have been forces to cancel many flights.**

(www.ft.com, n.d.)

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2017 challenge of British Airways

In May 2017 British Airways had a big system failure. The company power supply had issues which means there were computer problems. The British Airways customers were unhappy as over 75,000 customers did not know what to do and were left stranded.

British Airways Chief Executive faced a lot of complaints which made him promise never to have this issue again. British Airways computer failures are a challenge the company often face which angers customers. The company has had issues like this several times now.

More than one system was effected which caused even more people to be let down and flight departures were late.

2019 challenge of British Airways

British airways was named as the second worst airline in 2019. This was surprising but also expected as the airline was not doing great during covid. The pandemic caused the airline problems that the company could not keep up with. The company has promised better service after flight crashes, system problems and flight delays, however they failed to keep their promise.

This was data collected from 6,500 British airways customers. its customer satisfaction was only 55%. There were complaints about food service on British airways flights and also customer service and boarding. Majority of people gave the ratings of 1 out of 5 stars. Since then British Airways have invested more than 28 billion dollars.

2008 challenge of British Airways

British Airways has had their own cases of crashes. The Boeing 777 has had more than 1600 examples delivered to customers. It was a regularly used aircraft. In 2008 however, the British Airways Boeing 777-200ER aircraft crashed due to ice crystals growing in the fuel. This was a last minute crash just before the aircraft landed. There were no fatalities despite the aircraft being completely crushed. On board was 136 passengers out of 220 seats. 47 people out of 136 were injured. After the incident the aircraft was written off and British Airways promised better. There is different opinions on whether this incident could have been prevented.

Recent challenges of British Airways

During COVID 19 airports shut down and flights were restricted, many airlines faced huge losses. One of them was British Airways. The company had huge losses of over 300 million. This was more than what the British Airways team had predicted so it was a worry. The loss is ongoing and the airline is trying to recover losses. At the time The company had also reduced jobs by 10,000; a large number which MPs said was a 'national disgrace'. The company faced many backlash and employees were not impressed by the sudden job cuttings. The airline continues to be disliked as many old customers now prefer other airlines. The airline has an ongoing list of problems.

RECENT CHALLENGES OF BRITISH AIRWAYS

In June 2021 British Airways faced problems with loading their website. Many staff could not access key information and because of this flights were even delayed. Because the website was down it caused several problems. Customers complained about the flight delays and staff did not have an answer. A couple hours later the website was back up and flights went back to the routine. This was not good for British Airways especially when they had promised better IT and service after bad reviews.

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CONCLUSION

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- **Technology and digital skills are now very important and crucial within British airways**
 - **Customers are happier and more satisfied with the services**
 - **Data collected from 6.500 British airways customer satisfaction only 55%**
 - **COVID had a big impact on the airline**
 - **British airways having problems with their website**