





Digital Skills and Research Method
BMSW4003
University Trinity Saint David
London Campus

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Slide 1: Luca Oreno - The impact of the Modern Technologies on easyJet



Slide 2: Luca Oreno - Table of Contents



Slide 3: Luca Oreno - Students ID and Tasks



The impact of the modern technologies on EasyJet Airlines Company




Name - Surname	ID	Task
1. Luca Oreno (Team Leader)	1906225	1-2-3-4-13-14-15
2. Olsja Gllucaj	1916663	6-7-8
3. Gerardo Cacciapaglia	1912609	5
4. Daniele Calabrese	1917098	9-10-11
5. Lovinia Ebanks	1916070	12

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Slide 4: Luca Oreno - Introduction and Background of easyJet



The impact of the modern technologies on EasyJet Airlines Company




Introduction

- founded in 1995 by Sir Stelious Haji Ioannou (Profile, 2020)




Background of the Organization

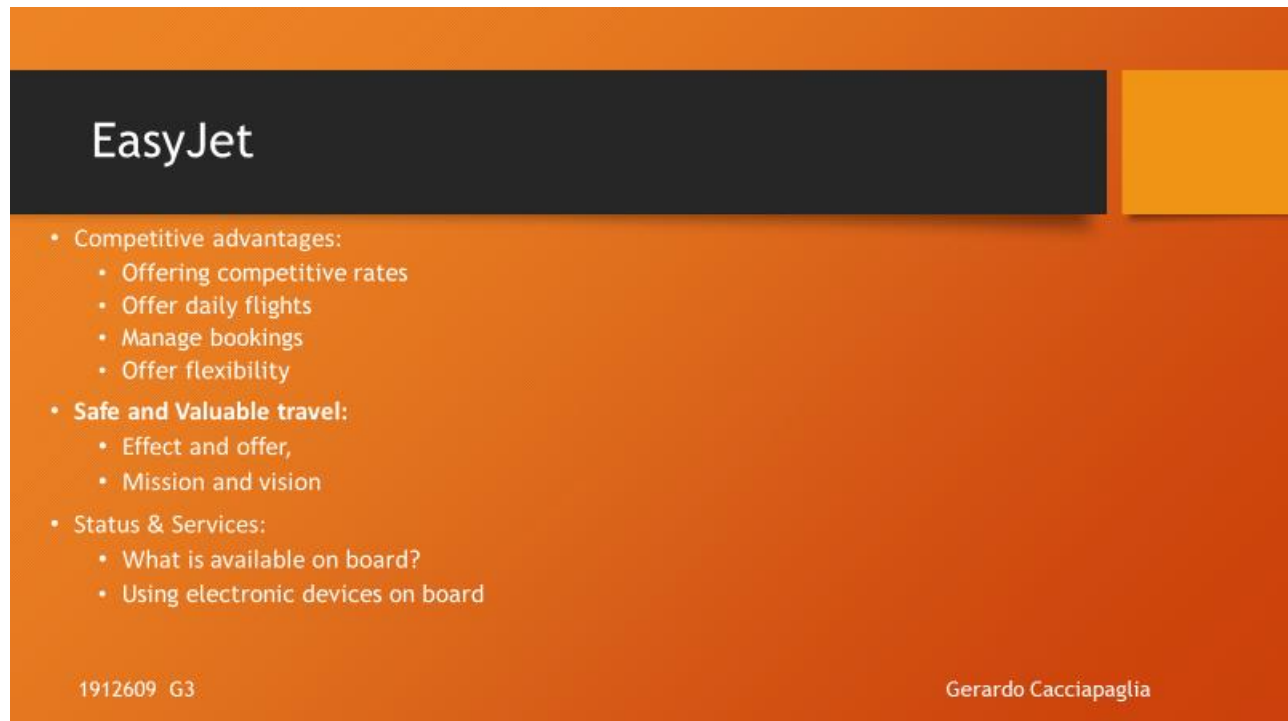
- private limited company owned by Easy Group (Publishing, 2004)



Speaker Note Introduction: Company founded in 1995, is in third place in the world ranking of the best low-cost companies. Based in Bedfordshire (UK), it offers service in several countries around the world including Italy, UK, France, Spain Germany, Netherlands, Switzerland, and Portugal. EasyJet offers a wide range of services that includes, at the time of purchase a flight ticket, the possibility of adding various services with a simple click, such as travel insurance, airport transfers, airport lounges, airport parking, car rental, holiday taxis , and others. (Profile, 2020)

Speaker Note Background: Immediately after the launch of easyJet, Sir Stelios Haji-Iannou, which is the founder, had the objective of expanding the word "easy", and thus opened a new company called easyGroup, which currently includes easyCar, easyMoney, easyGym, easyValue(choice advice for online shoppers), easyCinema, easyInternetCafe, and others. (Publishing, 2004)

Slide 5: Gerardo Cacciapaglia - Scope and Propose of easyJet

The slide features a dark orange header with the 'EasyJet' logo in white. Below the header, on a lighter orange background, is a bulleted list of competitive advantages and services. The footer contains the text '1912609 G3' on the left and 'Gerardo Cacciapaglia' on the right.

EasyJet

- **Competitive advantages:**
 - Offering competitive rates
 - Offer daily flights
 - Manage bookings
 - Offer flexibility
- **Safe and Valuable travel:**
 - Effect and offer,
 - Mission and vision
- **Status & Services:**
 - What is available on board?
 - Using electronic devices on board

1912609 G3 Gerardo Cacciapaglia

Speaker Note:

1. Competitive advantages

The mission of easyJet is to provide its customers with safe, convenient and direct air services. Easyjet aims to achieve these objectives through the improvement of its staff and by establishing cooperative relationships with its suppliers. To realize the objectives of the mission, developing a strategy that can be summarized in the following points. (UKEssays, November 2018) EasyJet has four strategic priorities:

- **Offering competitive rates:** This is achieved by keeping costs to a minimum by cutting all or non-essential details, selling directly to customers and using less expensive and congested airports.
- **Offer daily flights** to many of the main business and tourist destinations in Europe. To deliver low cost and maximise margins.
- **Manage bookings fast, convenient and secure.** you can make reservations through the website, 24 hours a day, 365 days a year

- Offer flexibility in every fare, unlike many other companies.

2. Safe and Valuable travel services

Every company has its mission to achieve certain goals. It is a guiding principle of what the company is today and what it will be in the future. EasyJet has its mission; to provide their customer with safe and valuable air services. Effect and offer a consistent and reliable product and tariffs, attractive to leisure and business markets on a few European routes. Its mission and vision of the future is based on increasing its strength as the largest low-cost airline in Europe. (EasyJet, 2019)

3. Status & Services

Our boarding gate will be displayed on the airport board. If you downloaded our mobile app and enabled notifications, we would also try to send gate information directly to your phone.

Customers who have requested special assistance in advance and are present at the gate will be boarded first. Every customer, you should make sure you are at the gate before boarding begins to benefit from priority boarding. Gates closes 30 minutes before the start.

We do our best to ensure that customers board the aircraft in order of priority, but processes at the gate or during transport do not always guarantee punctuality and exceptionalness. (EasyJet, 2019)

We usually climb using both the front and back doors of the plane. On your boarding pass will usually tell you which one to use.

What is available on board?

We serve a wide range of hot, cold, and alcoholic drinks, a selection of fresh sandwiches and other savory snacks, as well as sweets and confectionery. In addition to the food and drinks there is a wide range of gifts, we have a range of offerings on fragrances and multi-buy beauty products for the whole family. Since most of our flights are very short, we do not offer in-flight entertainment such as movies or music.

Using electronic devices on board

You can use portable electronic devices on board to play games, read e-books, watch movies, listen to your favourite music, and even write messages offline. We ask you to remove the headphones only during the security briefing. All devices must be in "flight safe" mode, take-off, flight, and landing and held firmly in your hand or pocket. Some devices can be used for boarding and flying but not during take-off and landing.

Devices without "flight safe" mode will need to be disabled for the duration of the flight.

Slide 6: Olisja Gllucaj - Challenges before introducing Modern Technology



Challenges before introducing Modern Technology:



- A. Long Waiting Time
 - For people who is struggling online
 - People who are in rush and can't wait in line
 - Old people waiting line
- B. Flight Managment
 - Mistake writing a name or date going wrong
 - Chat support doesn't always help
 - Paying a fee for changing flights

Speaker Note:

- Long waiting times - Passengers need to check themselves and their baggage in for the plane to fly safely, there is the possibility to do it at the airports for people that have struggles doing it online, however that led to many people waiting in long queue for something fairly easy to do. For example there's elderly people that they don't know how to use a modern technologies so they need to do at the airport; while the young generation can do it easily, take in up time in queues.
- Flight management - When booking flights online is quite easy to make mistakes, such as names written wrong or picked wrong dates; in the online platform, EasyJet has a link to a support chat however, passengers usually end up having to book another flight or pay a fee to modify some aspects.

Slide 7: Olisja Gllucaj - Challenges before introducing Modern Technology



Challenges before introducing Modern Technology:

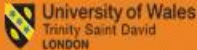


- C. Delayed or cancelled flights
 - Passenger waiting hours in Aereoporto lobbies
 - Wasting money if flights gets cancelled
 - Unable to go home if flight is delayed by a few hours
- D. Seating Plan
 - People with disabilities can choose a seat that meets their needs
 - Anxious passengers can feel safer/calmer if they get to chose a seat nearby a window

Speaker Note:

- **Delayed or cancelled flights** - Sometimes planes can be late by a few minutes, hours or sometimes they get cancelled, passengers cannot control these situations however they end up waiting and sleeping in airports lobbies, or having to go back home if the flight is cancelled. If a long flying, get cancel instead of making people waiting lobbies they could check the updates so they can come when is best for them.
- **Seating plan** - Different passengers have different requirements, such as a bigger seats, more leg room, or being next to a window because they might be anxious about flying, whatever their need might be, EasyJet did not always meet this criteria, as passengers did not have the option to choose their own seats.

Slide 8: Olisja Gllucaj - Challenges before introducing Modern Technology



Challenges before introducing Modern Technology:





E. Prioritise passengers

- Passengers usually get confused when arriving in a foreign country, not knowing where to get transport; the hotel or sometimes even the language.

F. Boarding passes

- Paper boarding passes getting ruined
- Travellers not having access to internet connection, therefore having troubles with loading their boarding passes

Speaker Note:

- **Prioritise passengers** - EasyJet has always been customer focused, like every other business, but people think they could do more such as collaborate with other companies, so that travellers can book flights and hotel at the same time, or book taxis within the EasyJet website. For example, passengers going in a foreign country are looked after when settling in.
- **Boarding passes** - When doing the check-in online, travellers get their boarding passes, however they have to print them off, as usually they do not have access to the internet when boarding, this has been a problem as sometimes passes have been lost, or damaged, making the boarding much more difficult and unpleasant for the passengers.

INSIGHT OF MODERN TECHNOLOGY ON EASY JET

1. DEFINITION OF CLOUD COMPUTING

EASYJET DELIVERS DIFFERENT SERVICES THROUGH THE USE OF CLOUD COMPUTING.

2. CHARACTERISTICS OF CLOUD COMPUTING

SOME OF THE FEATURES ARE :

- RAPID ELASTICITY
- MEASURE SERVICE
- ON-DEMAND ON SERVICE

Speaker Note:

- **DEFINITION OF CLOUD COMPUTING ON EASY JET**

The technologies used by Easy jet is cloud computing.

The **Cloud computing** is the delivery of different services through the Internet. These resources include tools and applications like data storage, servers, databases, networking, and software.

The cloud computing is made up of five essential features.

- **CHARACTERISTICS OF CLOUD COMPUTING**

The characteristics of cloud computing are:

- ✓ ON-DEMAND SELF SERVICE
- ✓ BROAD NETWORK ACCESS
- ✓ RESOURCE POLLING
- ✓ RAPID ELASTICITY
- ✓ MEASURE SERVICE

INSIGHT OF MODERN TECHNOLOGY ON EASY JET

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- **Speaker Note:**

The models of cloud computing are:

- ✓ **MOBILE APP:** thanks to this the customers can check in a few seconds, download and store boarding passes on iPhones and Android phones.
- ✓ **MOBILE BOARDING PASS:** it is possible to store the boarding pass offline so as not to consume roaming costs
- ✓ **APPLE WATCH:** Is an app for the Apple Watch that seamlessly connects to the EasyJet app to provide personalised flight information and real-time views
- ✓ **EARLIER FLIGHT:** If there is availability you can transfer onto an earlier flight departing on the same day for a small change fee, direct from our mobile app.
- ✓ **APPLE PAY:** You can use apple pay to pay connected to your credit card
- ✓ **MOBILE HOST:** All updates regarding travel in real time using the app

INSIGHT OF MODERN TECHNOLOGY ON EASY JET

4. ADVANTAGES/DISADVANTAGES OF CLOUD COMPUTING

- ADVANTAGES CAN BE : MORE SAFETY AND RELIABILITY, MORE ENVIRONMENTALLY FRIENDLY, BETTER CUSTOMERS SERVICE.
- THE DISADVANTAGES ARE : DIFFICULTIES WITHIN SOCIAL TARGET, SERVICES ARE NOT ACCESSIBLE NOT EVERYONE.

5. IMPORTANCE OF CLOUD COMPUTING

CLOUD COMPUTING REDUCES THE RISKS OF DAMAGING THE CORE SYSTEMS WHILE MAKING IT MORE EFFECTIVE.

Speaker Note:

BENEFITS AND DRAWBACKS OF CLOUD COMPUTING ON EASY JET

Among the many advantages of the new technologies installed by easy jet, we have:

- ✓ Customers who no longer have to wait long lines to check in.
- ✓ Flights almost at zero CO2 impact.
- ✓ There are almost no delays or flight cancellations
- ✓ Customers can check all changes to the flight if there are, directly from an app.
- ✓ Reduction of noise and fuel pollution.
- ✓ More safety and reliability

As regards the disadvantages we have:

- ✓ An increase in social differences as not everyone is able to use these new technologies, such as the age group that concerns the elderly.
- ✓ Not everyone can afford to buy new technologies
- ✓ Dependence on technologies.

• **IMPORTANCE OF CLOUD COMPUTING ON EASY JET**

Cloud computing is important because it reduces the risk of moving completely to a seat allocation system, as the way it is used has allowed easyJet not to make substantial changes to any of its core systems.

Slide 12: Lovinia Ebanks - Impacts of Modern Technology Introduced



The impact of the modern technologies on EasyJet Airlines Company



Positive Impacts

- Negative Impacts

Speaker Note:

Positive impact technology on EasyJet

· Online booking

Online booking is a service which makes it easier to check-in at the convenience of your own home as this will be a busy time for you, with online booking you will also be able to print out boarding passes, check-in bags, add extra bags and change seats

Mobile App

With the mobile app, you will be able to do the same as you can online but much more. You get real-time notifications of flight delays so if need be you could make alternative arrangements you'll also be able to scan your passport which saves you time from typing in the details, scan bag size to check that your hand luggage is the right size for the aircraft

· Look and Book

This is a service where you can screenshot of a destination or somebody's holiday photo and share it on the EasyJet app and it will show you the location on a map and the nearest airport then you can move the information to the bookings and start to book your holiday

· Drone and Robotics

Drones are used to help engineers inspect the aircraft with more speed a few hours instead of a few days, the drone scans the aircraft then reports any damage to the engineers

· Paperless aircraft

Paperless aircrafts use Panasonic touchpad as an alternative of laptops and printed navigational charts, this will help with reducing Co2 emissions.

The e-paper makes it quick and easier to fill out forms, the information is stored in the database which makes it easy to access information when needed

Slide 13: Luca Oreno - Difference Between Traditional and Modern Technologies



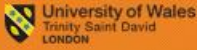
Speaker Note: Traditional Technology

Before the advent of the digital age easyJet, at the time of purchase, issued a paper ticket and used to advertise with large posters on the streets and years later through some mass media such as television and radio. The use of old operating systems did not allow the high flow of flights because, the check-in service was performed by line operators and not by high precision computers like these today. (easyJet, 2008)

Speaker Note: Modern Technology

Wi-Fi has totally changed the approach between the customer and the company, having an app on your mobile phone allows you to comfortably check in from home without arriving well in advance at the airport. Furthermore, thanks to the use of all social platforms, emails, and other communication channels, it is possible to be updated on offers and discounts. easyJet has hired the first data analysis manager, to accelerate the use of artificial intelligence. This new technology will help implement efficacy, reduce costs, increase revenues and customer satisfaction, passengers further improving a number of sectors including g flight planning, reliability of the fleet, the choice of food and drinks on board. (Rey, 2016)

Slide 14: Luca Oreno - Why modern technologies are important for easyJet



The impact of the modern technologies on EasyJet Airlines Company



Why modern technology is important for the organization?

- Access to Wi-Fi during the flight 
- Tracking luggage to avoid any inconvenience 
- IBM System in accordance with Weather Company are able to inform costumers about weather condition in real time 

(Emma Butcher, 2017)

Speaker Note:

The real importance of modern technology is to stay in direct contact with the customer as much as possible, thanks to the opportunity to guarantee cheap flights, but at the same time with high standards such as the use of wi-fi during the flight and an application that allows you to monitor your trolley, without running into unpleasant inconveniences. The use of the IBM system allows to monitor the climatic conditions updated in real time, to guarantee safety and travel comfort to customers. (Emma Butcher, 2017)

Slide 15: Luca Oreno - Conclusion

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The impact of the modern technologies
on EasyJet Airlines Company

easyJet



Conclusion

easyJet

Flight Safe, Flight Well, Flight!

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Lovinia Ebanks

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