

British Airways

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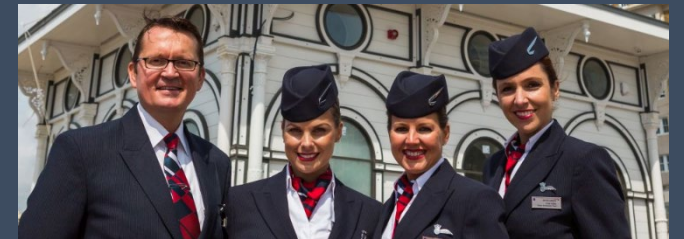
Hello!

Álex Cruz de Llano, CEO of
British Airways



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Background of the organization

(<https://www.britishairways.com>, 2020)

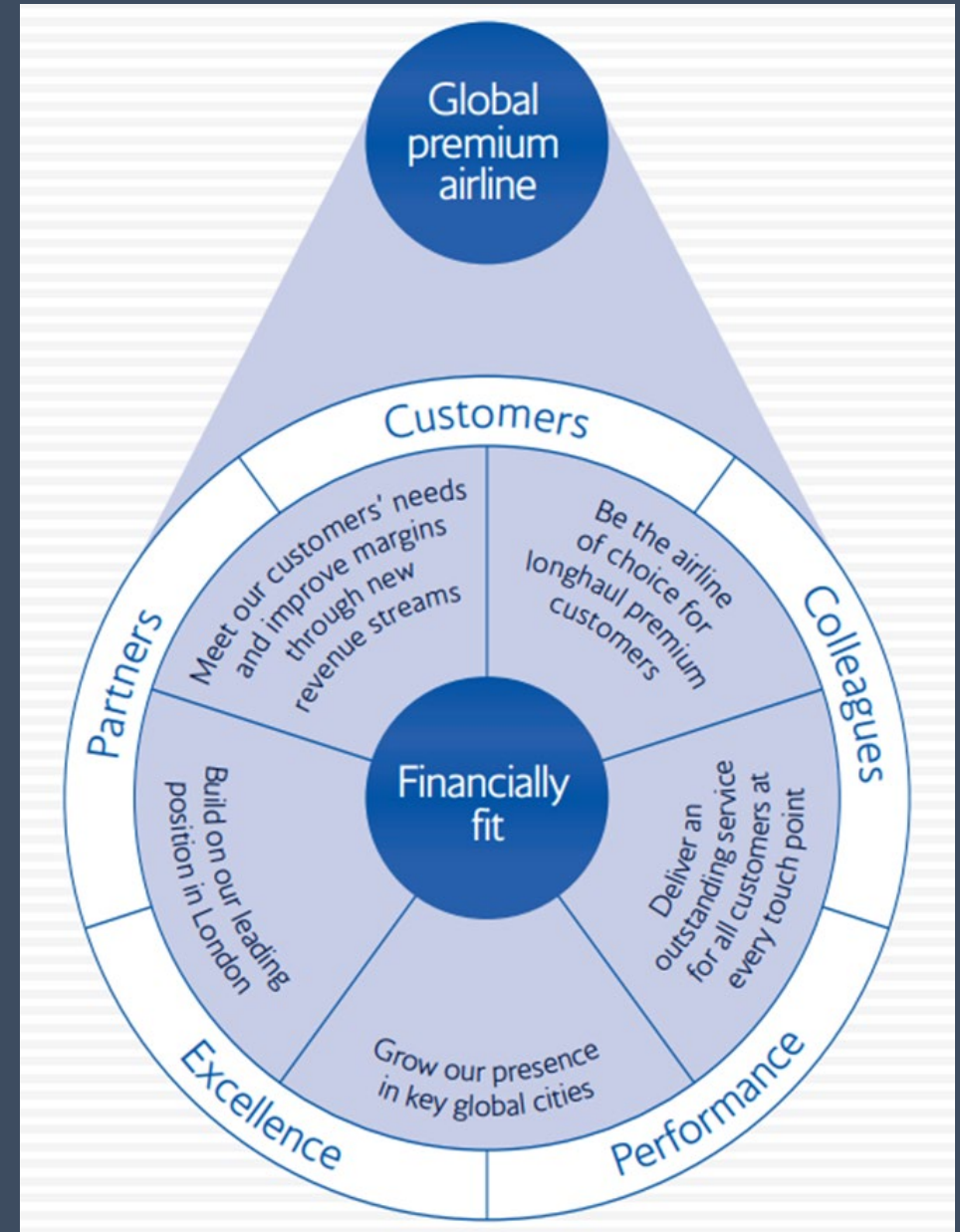
History of the organization



History of the organization

- The airline's history began on March 31, 1924
- In 1936 three other airlines had merged to form British Airways
- On May 2, 1952, the worlds first jet passenger service was introduced
- In early 1987 the British government sold off British Airways to the public
- British Airways was fined \$300 (Britannica, 2020)

Aim & Objectives of the Organization



Aim & Objectives of the Organization

- In an incredibly tough trading
- Environment we must focus hard
- Business for better economic times.
- It is to be the world's leading global
- Premium airline. (Anon., 2008/2009)

Purposes of the Organization



Purposes of the Organization

- An organization with a clear purpose or mission is one that is easy to understand and manage
- Included with the common purpose would be the business and company strategy, mission statement, company values, and the organization's short- and long-term objectives. The role of communicating all these components most likely falls to managers through the company
- (<https://www.britishairways.com>, 2020)

Mission & Vision of the Organization



Mission & Vision of the Organization

- The mission statement of British Airways is as follows “One Destination seeks to ensure our customers fly confident that, together, we are acting responsibly to take care
- Explain whether the problems facing the British
- (<https://www.britishairways.com>, 2020)

Current Status & Services of the Organization



Current Status & Services of the Organization

- BA is currently operating cargo-only flights to Atlanta
- Bangalore, Bangkok, Beijing, Buenos Aires, Delhi, Houston, Hyderabad, Johannesburg, Mexico City, Mumba
- (<https://www.britishairways.com>, 2020)



Insights of Modern Technology Introduced

Challenges they faced whilst introducing Robots



Challenges they faced whilst introducing Robots

long spent in Queues

Without Quick access to information

No translation staff

Without easy direction at the airport

(<https://www.britishairways.com>, 2020)

The benefits of using Robots



The benefits of using Robots

- Saving Time
- Productivity
- Speaking many languages
- Very helpful with new technology
- (<https://www.britishairways.com>, 2020)

Positives and Negatives of using Robots



Positives and Negatives of using Robots

Positives	Negatives
Safety	Higher maintenance and installation
Speed	Reduced flexibility
Perfection	The future of workplace automation
Happier Employees	NO human replication
Job creation	
(https://www.britishairways.com , 2020)	



Challenges before introducing Modern Technology

Challenges they faced whilst introducing Biometrics



Challenges they faced whilst introducing Biometrics

- Reduces long wait before boarding
- Facial boarding recognition
- (<https://www.britishairways.com>, 2020)



Impacts of Modern Technology

Positives and Negatives of using Biometrics



Positives and Negatives of using Biometrics

Positives	Negatives
Security	Error rate
Flexibility	Cost
Saves time	Scanning difficulties
(https://www.britishairways.com , 2020)	

Conclusion

- In essence, old technologies are very different from the latest because its current models are more powerful than the older models that were quite restricted, which for a flight business like British Airway

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Questions And Answers