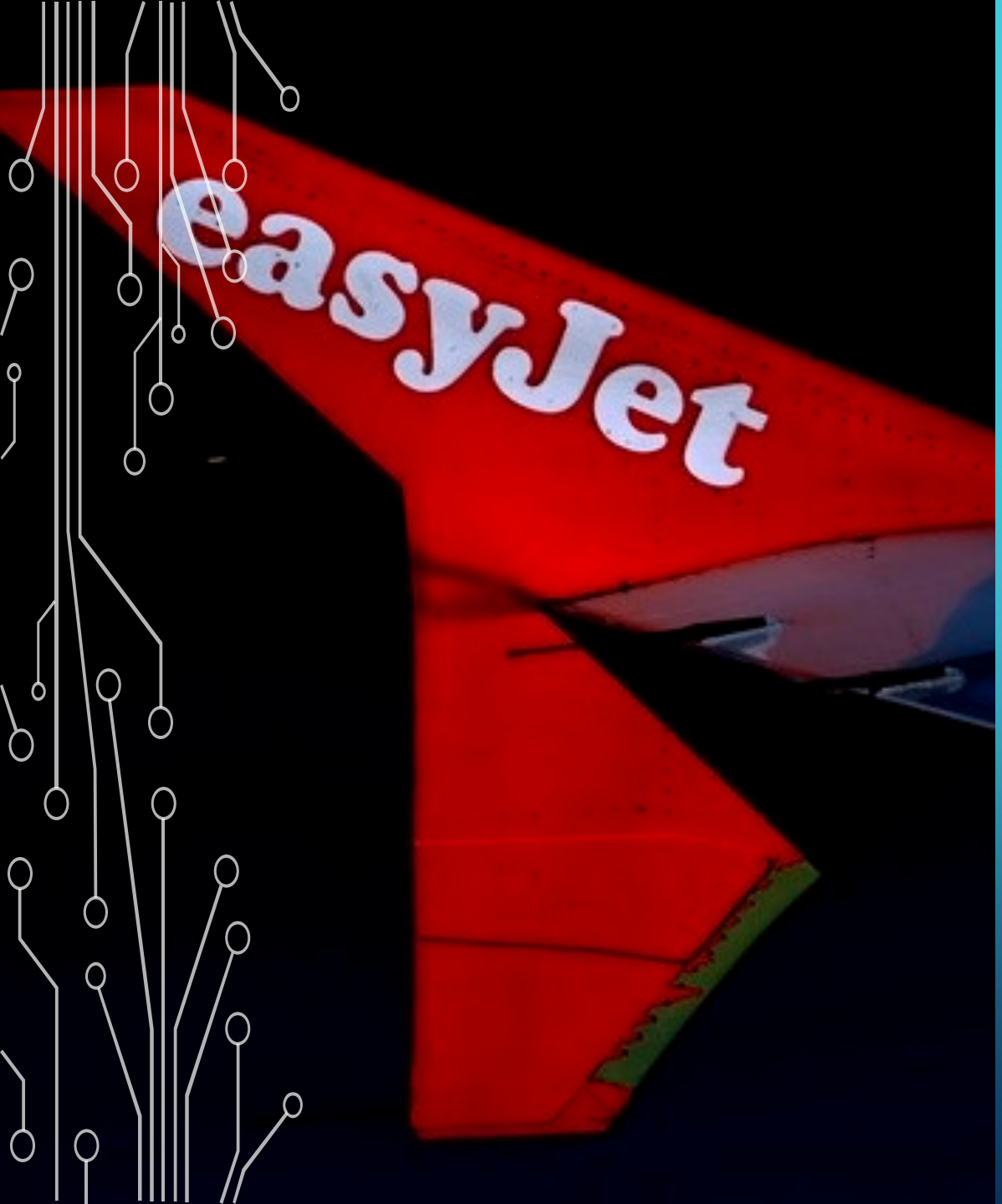
DIGITAL SKILLS AND RESEARCH METHODS

BMSW4003

UNIVERSITY OF WALES TRINITY SAINT DAVID

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INTRODUCTION

Perhaps the technology is most determining factor for workplace efficiency.

This is giving at EasyJet a competitive advantage, and allowing its teams to deliver best customer experiences.

Bringing important changes in the management with respect to a technological concept was the most crucial step.

The low-cost airline EasyJet is supposed to be a precursor in this context.

EasyJet is embracing cutting-edge digital innovation with their fundamental functions.

Aviation service provider needs to change in order to fit for 21st century business.

Challenges faced by easyJet before introduction of these modern technologies are identified here.

BACKGROUND OF ORGANISATION



- ***EasyJet*** is a low-cost airline service provider.
- The Company operates both international and domestic scheduled services across more than 30 countries.
- The Company was founded in 1995 and presently is headquartered in London.
- Presently company has a workforce of 15000 employees with market capitalisation of 2.6bn GBP (corporate.easyjet.com, 2020)
- Mission of EasyJet is providing customers safe, good valued and point-to-point air services

UNPARALLELED NETWORK

NUMBER ONE OR TWO IN PRIMARY AIRPORTS[1]

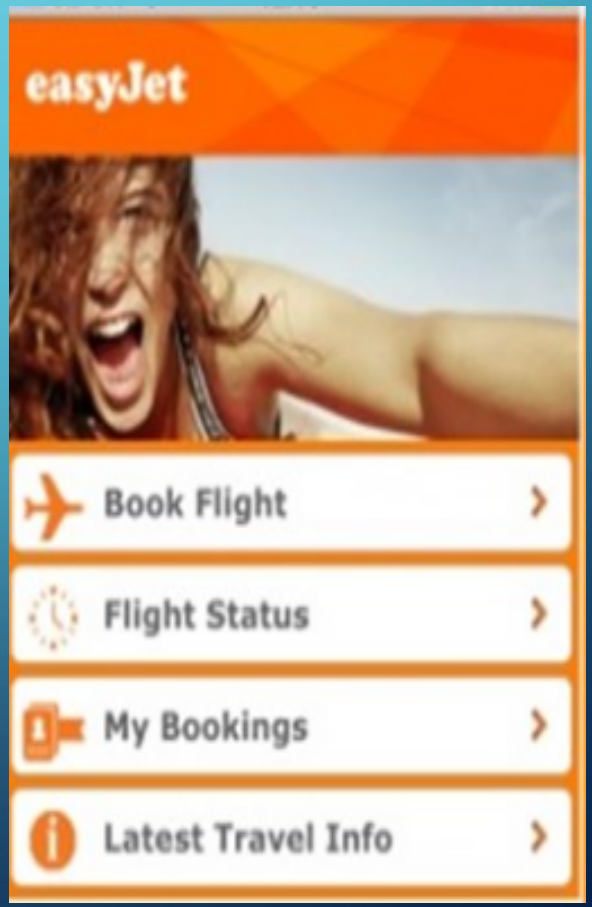
56

2018: 51

ROUTES OPERATED[2]

1,051

2018: 979



LOW-COST MODEL

NEW GENERATION AIRCRAFT REDUCE EMISSIONS AND FUEL CONSUMPTION[3]

15%

COST SAVINGS

£139M

2018: £107M

CUSTOMER LOYALTY

NUMBER ONE AIRLINE BRAND IN THE UK, FRANCE & SWITZERLAND[2,5]

NO.1 OR 2

RETURNING CUSTOMERS[6,7]

68%

2018: 66%

Delay and congestion in commercial air transportation.

Effective utilisation and allocation of airport capacity and airspace has been an important challenge.

Instances of flight delays were frequent due to frequent system congestion or severe aircraft mechanical problems (Avram, 2017).

Indeed, absence of technological supervision has made understanding causes of these delays over-complicated.



CHALLENGE(S) BEFORE THE INTRODUCTION OF THE MODERN TECHNOLOGY

- In most of the cases airlines are not able to invest adequate money to embrace aviation technologies.
- This also can be viewed with early day's operations by EasyJet.
- This resulted in underestimated digital leadership and misrepresented customer centricity (Singh, Sharma and Srivastava, 2018).

TRACKING SOURCE AND SEVERITY OF DELAYS

- Previously performance of air traffic management systems were mostly monitored and recorded manually.
- This resulted in manual error.
- Such a scenario often resulted in divergence in tracking root causes of delays (Büyüközkan, Havle and Feyzioğlu, 2020)





OPERATIONAL INEFFICIENCY

- Fuel use, travel time and flight path are 18%-22% inefficient during individual flights.
- This cost extra financial burden for the operators, which is estimated to be around $81/minute (businessinsider.com, 2016).
- Such types of operational inefficiencies have also caused customer dissatisfaction.

PERSONALISED CUSTOMER SERVICES

- Appropriate interactions with customers were a matter of concern for service providers.
- Non-acceptance of disruptive technologies had made it an awesome task to track individual customer needs (Lappas and Kourousis, 2016).
- Inadequate digital application made it critical to accumulate personalised customer data.



ENVIRONMENTAL SUSTAINABILITY



- Environmental impacts from aviation service ergonomics were detrimental in most cases (Zaramenskih, 2018).
- Digitalisation has helped airlines to reduce bad environmental implications with efficient fuel use.
- EasyJet has effectively integrated AI with its operational scenarios.
- This machine learning-based predictive model has enabled easyJet to reduce food waste (altexsoft.com, 2018).
- Organisation has introduced Skywise digital aviation data platform having a collaboration with Airbus.

INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED



Transformation has always been an important part of EasyJet's structure.



EasyJet is recognised as a forerunner in leading global commercial aviation industry.



Embracing engineering and operations, web and digital innovations.



Such an approach is obviously making travel of EasyJet flyers easier and affordable digital innovations has got priority.

- Digitised mobile app of EasyJet is allowing its flyers to download mobile boarding passes.
- Apple Watch app is designed for seamlessly connecting with easyJet app.
- EasyJet has collaborated with Flighttrader24 for integrating live aircraft tracking facilities with its Android app.
- Apple Pay services.



easyJet

Mobile Host is a digitally driven functional application.

This is enabled of tracking live data from information systems of airports.

Flight location and booking details may also be tracked easily.

Personalised updates and information for passengers are now easily disseminated (easyjet.com, 2014).

EasyJet has introduced completely automated bag drop machines.

Drop in queue time by 50% has been resulted.

EasyJet is continuously striving to modify existing aircraft inspection technologies.

Drone technology has put a helping hand in this area.

EasyJet has deployed 3D Augmented Reality and Virtual Reality technologies.

This is helping aircraft maintenance teams to diagnose technical issues even from remote places (easyjet.com, 2014).

In 2014, EasyJet replaced printed logbooks and navigational charts from all their cockpits.



IMPACT OF THE TECHNOLOGY INTRODUCED

- Disruptive technologies being in use by Easyjet has proved its efficiency in transforming its way of operation.
- Company has also introduced ***geofencing technology*** in order to interact effectively with EasyJet application (computerweekly.com, 2015).
- This is making capable organisation to guide travellers across their journeys.

- Digital innovation is benefitting staff of EasyJet.
- Wireless initiative is providing pilots and cabin crews to optimise digital capabilities (computerweekly.com, 2015).
- Setting aside inefficient operations and making more room for lean operation is now a reality for EasyJet.





- Technology-driven operational efficiency in easyJet has decreased the atmosphere pollution.
- Currently easyJet is using ***CFM LEA-1A powered A320 Neo aircraft*** that are crafted for 15% more fuel efficiency (greenaironline.com, 2017).
- EasyJet is working to develop a hybrid flight model that will utilise hydrogen fuel cells for betterment in fuel efficiency.

LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

Three basic priorities of modern businesses are ethical, competitive and sustainable business.

An organisation needs to be up-to-date about modern business trends (Curley and Salmelin, 2017).

Technological upgradation time-to-time can increase feasibility of such environmental, social or economic compliance.

Being ignorant about technological upgradation can compel an aviation business cease to exist.

CONCLUSION

- Aviation business is highly complex in nature.
- Customer perceptions regarding airline services have changed radically in past years.
- Aviation service providers has to be up-to-date about modern technological trends.
- UK-based EasyJet is pioneering in this context.
- Technological initiatives of easyJet are getting recognition from global aviation landscape.

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Thank you for your time!



