

BRITISH AIRWAYS



Mobile application

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Digital skills and research methods

BMSW4003_LON



BACKGROUND OF THE ORGANIZATION

IOANA FLORINA ISTRATE
(2119831)

INTRODUCTION



- It is the largest airline in the United Kingdom (LinkedIn, 2022)
- It is a company that has around 45,000 employees (LinkedIn, 2022)
- People can fly with British Airways in more than 160 destinations
- British Airways contributes substantially to the United Kingdom's economy (CTP, 2021)
- The company was a pioneer in many cases in their industry (CTP, 2021)



(PilotCareerNews.com, 2012)

HISTORY OF BRITISH AIRWAYS PLC

- The company began its journey in April 1974 (Duignan, 2021)
- The company is actually a fusion between Overseas Airways Corporation and British European Airways (Duignan, 2021)



- In the beginning the company was state-owned and then privatized (Duignan, 2021)
- Imperial Airways and British Airways were merged as a decision of the British Government (Duignan, 2021)



AIMS AND OBJECTIVES

GLOBAL

(British Airways, 2009)

PREMIUM

(British Airways, 2009)

AIRLINE

(British Airways, 2009)



(TravelDailyMedia.com,
2021)

AIMS AND OBJECTIVES - GLOBAL (BRITISH AIRWAYS, 2009)



- British Airways wants to become sustainable (British Airways, 2022)
- The company focuses on reducing the emissions and waste (Paul, 2021)
- Decarbonizing is one of the main purposes of British Airways (Paul, 2021)
- A major scope of the company is to source sustainable aviation fuel (Paul, 2021)

SCOPE AND PURPOSES



- British Airways wants to become sustainable (British Airways, 2022)
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(Villamizar, 2021)

MISSION AND VISION OF BRITISH AIRWAYS PLC



(Ashford, 2019)

Mission

- Assure customer satisfaction
- Being connected with most parts of the world
- Safety and security

➤ (Hamilton, 2016)

Vision

- Well-being of customers
- Doing a positive impact on local communities
- Becoming the world's most responsible airline
- (Mission-Statement, 2020)

CURRENT STATUS OF BRITISH AIRWAYS

- BA is involved in the diversity and inclusiveness projects (Hamilton, 2016)
- British Airways is currently affected by the COVID-19 Pandemic (Topham, 2020)
- The company is also registering losses due to the fear of travelling (Topham, 2020)
- The company suffers huge losses due to job and pay cuts (Topham, 2020)



(British Airways, 2021)



CHALANGES BEFORE INTRODUCTION OF MODERN TECHNOLOGY

ANDREEA ELENA POPA
(2115854)



Passenger's challenges

- Long queues to board a plane which makes the passenger feel tired and increasing anger.
- The queues are everywhere. From buying the ticket to getting checked by the guards to boarding the plane.
- Passengers are not notified when a flight is either delayed or cancelled leading to wasting a person's time and them getting irritated.
- There was a higher risk of missing a flight as some people would not remember the time the flight occurred, and they were unable to check



(Andrew MacAskill, Stephen Addison, 2019)

Business' challenges

- Advertising was only local as it cost a lot of money and it was almost impossible. (this was mostly banners and posters hung around the city or town) (Alamy Blog, 2020)
- Costs in order for the planes to function were high up to 6,223 just in 2011 when Technology was barely introduced (Erick Burgueño Salas, 2022)
- The workplace was very large at the time as many people needed to work in order for everything to function (Will Horton, 2020)



(Reuters Staff, 2019)

Staff challenges

- Workers work up to 9 hours a day which leads to tiredness and stress (British Airways, Heathrow Airport, 2018)
- Overworking someone's mind can lead to decreasing productivity over time as they get more and more tired. (no machines to help)
- There is a higher chance of quitting a job of which causes distress and overwhelmingness
- Had to deal with face to face complains and getting shouted at for something that is not their fault.



(Syda Productions, 2018)



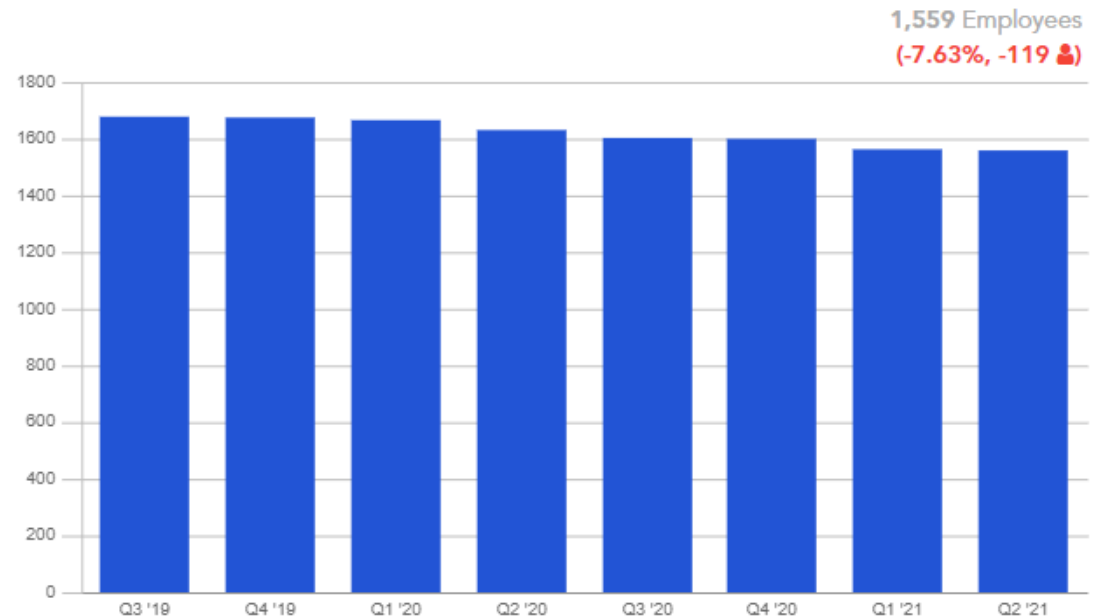
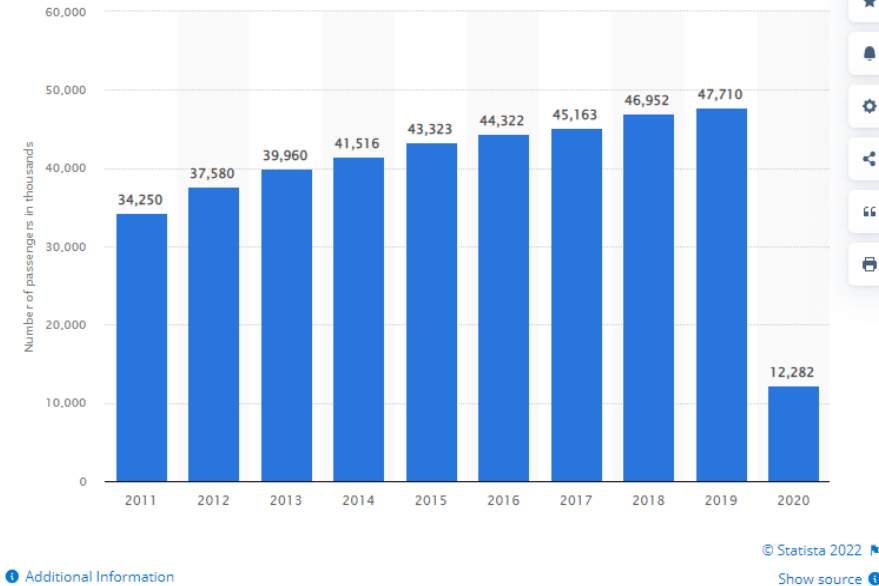
INSIGHTS OF MODERN TECHNOLOGY

ELENA DANIELA MARCU
(2119677)

STATS

- In 2014 British Airways launched the most advanced mobile app
- In 2019 from over 47m carried passengers, dropped to 12m in first Q 2020
- 50% of the passengers use the mobile app
- 1675 employees on IT department in 2019, currently 1336

Britishairways.com (2022)



BEHIND THE SCENE

```
--- RLR SFP ---
RP/LONU122SR/LONU122SR          DM/SU   9APR22/0942Z   JMODTN
LONU122SR/0005DM/9APR22
1.MARCU/ELENA DANIELA MRS
2  BA 117 C 30JUL 6 LHRJFK HK1      5  0825 1105   *1A/E*
3  BA 178 R 06AUG 6 JFKLHR HK1      7  0755 1945   *1A/E*
4 AP LON 020 7650 3106 - FELLO - DANIELA/09APR
5 TK TL09APR/LONU122SR/Q44C1
6 RM NOTIFY PASSENGER PRIOR TO TICKET PURCHASE & CHECK-IN:
  FEDERAL LAWS FORBID THE CARRIAGE OF HAZARDOUS MATERIALS -
  GGAMAUSHAZ/S2-3
7 RM *VERK+:B-NAME:DANIELA
8 RM *BBY/DANIELA
9 RM *MIDATTR:PNROWNER:DAM
10 FP NONREFACT
```

Amadeus Selling Platform

- Instant transfer of data from CRS (central reservation system) to mobile APP
- Real time availability
- Reserve seats and buy tickets
- Choose seats
- Issue boarding pass

10:45

Manage my flight

LHR, Heathrow
(London)
Terminal 5

JFK, John F Kennedy
(NY) (New York)
Terminal 7

BA0117

Departs
30 Jul 2022
Scheduled 08:25

Arrives
30 Jul 2022
Scheduled 11:05

Seat
--

Choose

Booking reference JMODTN

Operated by British Airways

Flight duration 07h 40m

Aircraft --

Ticket number --

Other flights in this booking

New York to London
BA0178 - 06 Aug - 07:55

Manage My Booking

Share flight

Add to calendar

BA app

- Add/modify personal data
- Purchase extra services like baggage, meals, inflight entertainment
- Change flights
- Secure payment Apple pay, Gpay, credit cards
- Add to calendar
- Share booking

Payment details

All items marked with an asterisk (*) must be completed

* Billing country

* Method of payment ☐ Use a saved payment card.
☒ Use a new card

Payment card details

Person paying Mr Russell Horan

We accept the following payment cards

Total price to pay **\$993.65 (USD)**

* Type of payment card

* Payment card number

* Expiry date Month Year

* Security number Last three digits on the reverse side of the card. [Need help?](#)

Save this card to my Executive Club account ☒ It's safer to store your payment card details in our secure vault than it is to send them over the internet each time ([why?](#))

For added security, we will not store your security number and we will ask for it each time you use your card

Boarding pass

Fast track
10A
World Traveller Gold

Mr Jack Gold
BA0113
New York
14 Oct - 11:30

From: **Heathrow (London)**
Terminal 5

To: **John F Kennedy (NY) (New York)**
Terminal 7

<https://ndc.ba.com/docs/capability-feature> (2022)

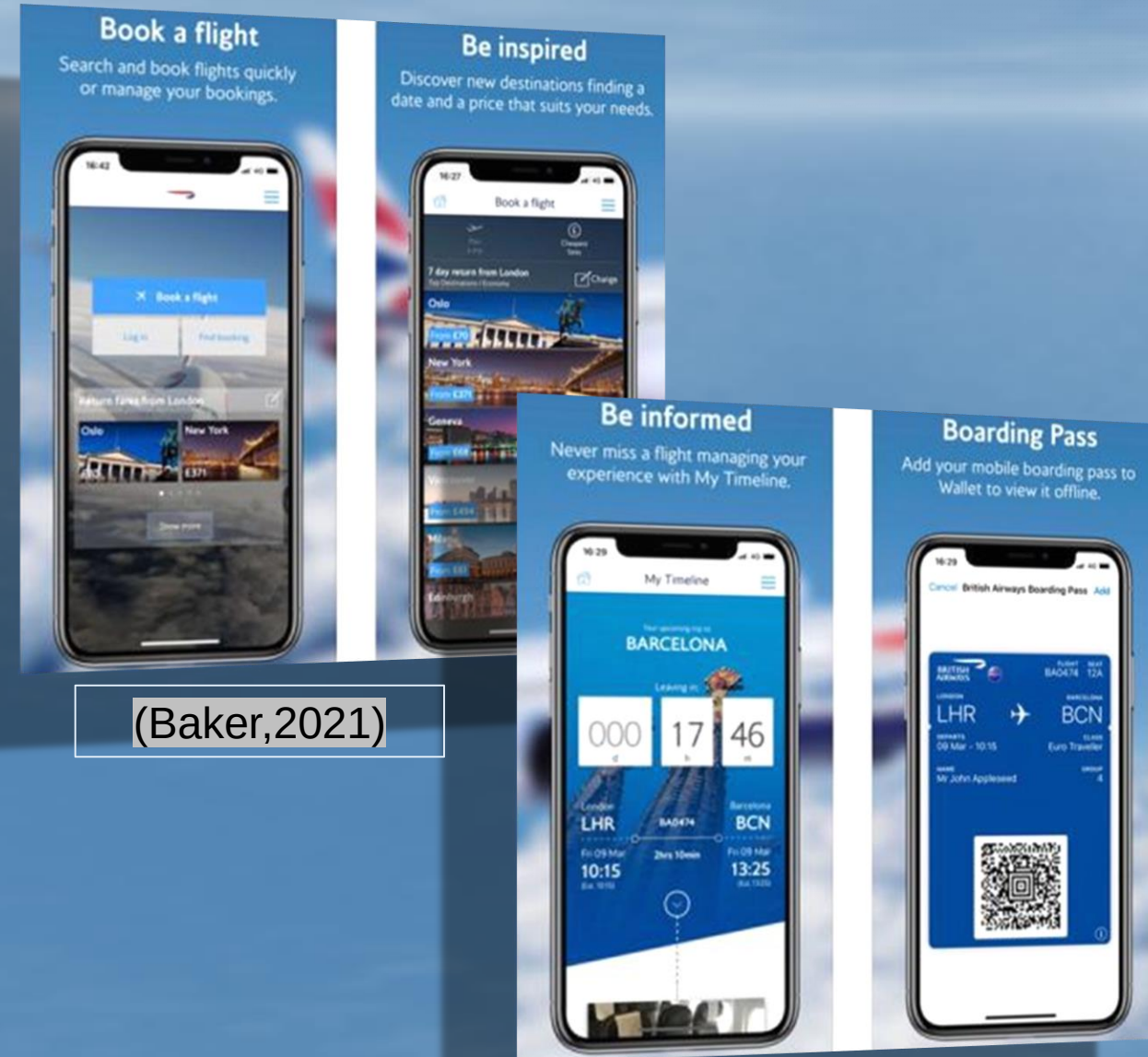


IMPACT OF MODERN TECHNOLOGY

CAMELIA DANILA
(2119198)

POSITIVE IMPACTS OF THE BRITISH AIRWAYS MOBILE APP

- Convenient to passengers
- Caters to specific requirements.
- Dissemination of faster information
- Ease the availability of customer feedback over the service
- Increase passengers involvement
- Easiest way of providing offers to customers to attract them
- Track the customer action



DIGITAL HEALTH PASS DURING COVID 19



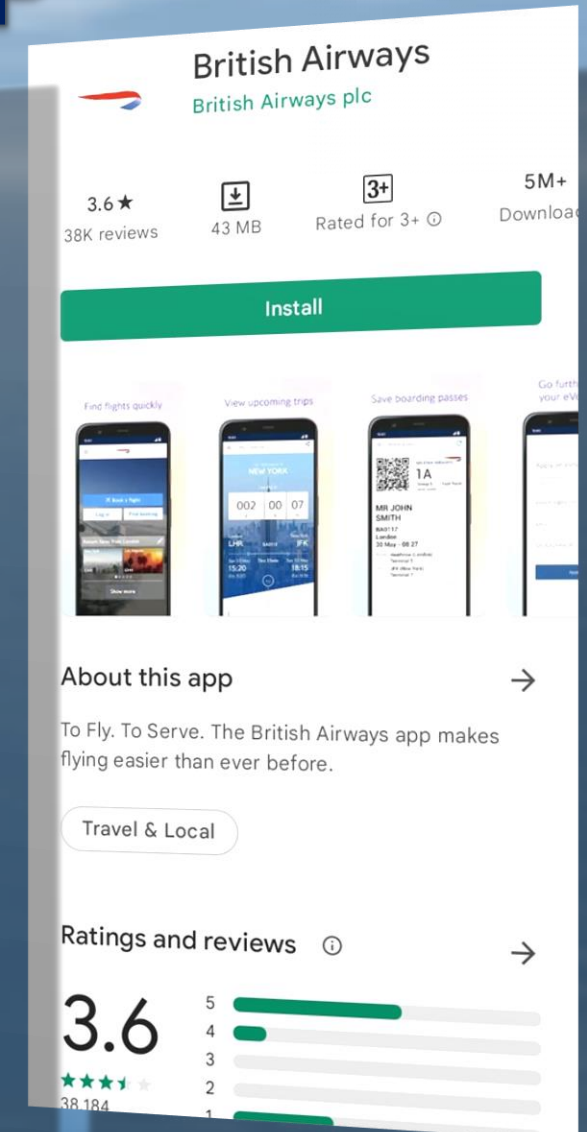
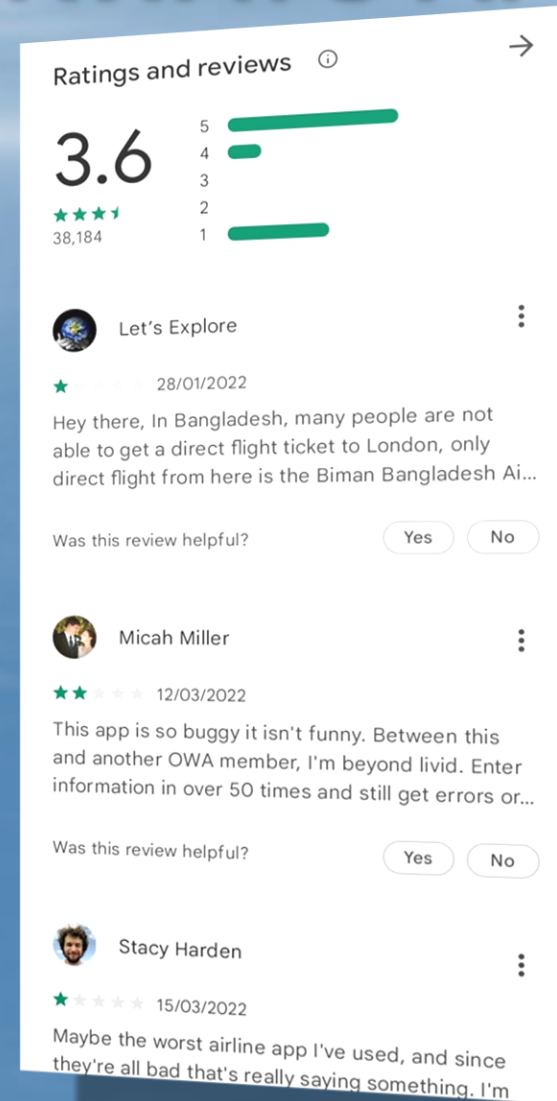
- Ensure sky safety
- Reduce airport checking hassle
- Easy verification



(British Airways, 2022)

NEGATIVE IMPACTS OF THE BRITISH AIRWAYS APP

- Outage will interrupt app performance
- Chances of cyberattacks using app
- People may judge the real life service with the app service
- Negative comments in the app
- Poor app service may disappoint the passenger
- Poor app rating may discourage people from taking services



(The Guardian,2022)



CANCELLATION OF SHORT HAUL- FLIGHTS IN HEATHROW DUE TO OUTAGE PROBLEM

- Faced a severe outage problem for which they had to cancel all the short haul- flights
- Broken server and websites



(News.aa.com,2022)



LESSONS DRAWN FROM THE CASE STUDY

Rose Marie Gherman
(2119161)

DIFFERENCES BETWEEN TRADITIONAL AND MODERN TECHNOLOGY



- In 1989 was patented the first electronic ticketing system, by QDAT (Quick Delivery Airline Ticketing)
- In 1994 was issued first electronic ticket
- In 2008 e-ticket was made mandatory by IATA (International Air Transport Association) 2022 Boots n All Travel Network
<https://www.airtreks.com/go/what-is-an-e-ticket/> (accessed 26/03/2022)
- In 1999 was offered on limited basis online check in.
- Ticket could be lost and extra charges would have been applied



(airtickethistory.com, online)



DIFFERENCES BETWEEN TRADITIONAL AND MODERN TECHNOLOGY

- Air ticket is one click distance and can be accessed at anytime(BA app, online)
- Flight status can be verified and constantly monitored(BA app, online))
- Passengers can upgrade from Economy to Premium Economy or Business class, only by paying the fare differences, without the help of an agent(BA app, online)
- Passengers can check in, buy extra services on board(e.g. meals, extra-legroom seats, extra luggage etc.) (BA app, online)
- Travel documents (heath passport, vaccination certificates, COVID test results) can be uploaded to the app and the Verify and IATA Travel Pass is automatically issued (Business Traveller, 2021)



(campaign US, online)

WHY MODERN TECHNOLOGY IS IMPORTANT



- British airways app will give you easy access to your mobile boarding pass
- Quick access to track your flight
- Booking a flight with British Airways has never been easier
- Manage your flight book seats in advance and upgrade offers from your phone
- Check in is available for mobile watch laptop desktop or iPad(British Airways.com, online)



(Kagramanov ,dribbble.com)



CONSEQUENCES FOR THE COMPANY IF NOT USING THE APPLICATION

- Longer queues at check in desk
- Unsatisfied Clients
- Require more staff at the airport
- Longer waiting times (British Airways app, online)



(djangoandy.com, online)



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