

To identify an Organisation and to analyze how this Organisation uses modern technology to improve efficiency

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▪ **MODULE CODE**
BMSW4003

Fly
Emirates

LECTURER: AMITAVE BANIK

WHAT ARE WE GOING TO TALK ABOUT?



Vasilena Kotaranska

- **IMPACT OF THE TECHNOLOGY INTRODUCED**

Doha Laghlami

- **BACKGROUND OF THE ORGANIZATION**

Elena Furnadzhieva

- **INSIGHT TO THE MODERN TECHNOLOGY INTRODUCE**

Fady Jghaimi

- **CHALLENGE BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY**

Alexandru Iulian Rotariu

- **LESSONS THAT CAN BE DRAWN FROM THE CASY STUDY**

BACKGROUND OF THE ORGANISATION

- ▶ One of the largest airline in the world;
- ▶ Founded 25 March 1985;
- ▶ Based in Garhoud (Dubai);
- ▶ Operates in 158 destination in 85 countries;
- ▶ Services





THE FOUNDER

- ▶ The airline is subsidiary in the emirates group, which is owned by the government;
- ▶ Sheikh Mohammed Bin Rachid Al Maktoum ask Maurice Flanagan to look into the airline.



MISSION

- ▶ “WE EXIST TO DELIVER THE WORLD’S BEST FLIGHT EXPERIENCE”
 - ▶ “TO MAKE CIVIL AVIATION, SAFE AND SUSTAINABLE”
 - ▶ “TE REACH ON TOP BY EXCELLING AT WHAT WE DO”
- 

Challenge before the introduction of modern technology

Fady Jghaimi

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FIRST CHALLENGES

Five-month time

Ten millions dollars

Look good

Be good

Make money

Setting a new standard

- ▶ Video system
- ▶ Telecommunication
- ▶ Entertainment system including 500 channels
- ▶ Airbus full-flight simulator



**Airbus full-flight
simulator
Bugs issue**



loss of communication



149 hours



“have you tried turning it off and on again?”

longest airline in the world



14,539 KILOMETERS



FROM DOHA TO
AUCKLAND



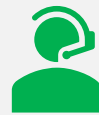
MORE THEN 17
HOURS

Challenging slogans

“When was the last time you did something for the first time. Fly Emirates”

“Be good to yourself. Fly Emirates”

Fly emirates fly better



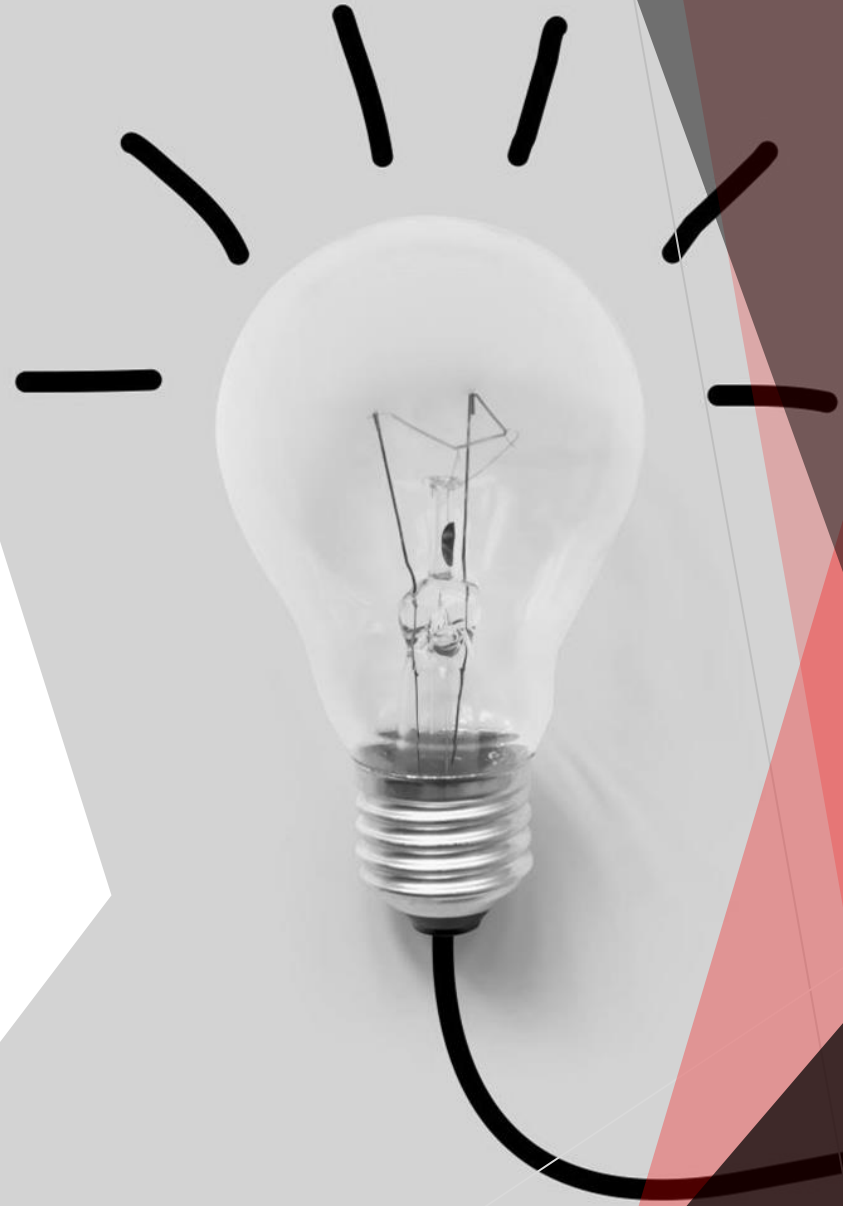
WHAT THE
CONTACTLESS
PASSENGER
EXPERIENCE?



WHAT DOES
THE
BIOMETRIC
TECHNOLOGY
INCLUDE?

INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

Elena Furnadzhieva
Student ID 2113997



BIOMETRIC TECHNOLOGY

What is that?

Measurement and analysis of unique human characteristics

Purpose of usage?

- Authentication
- Identification

Applications of usage?

Many and different areas around the world and our life

BIOMETRICS: TYPES, COMPONENTS AND STEPS

TYPES:

- Behavioural Biometrics
- Physical Biometrics

COMPONENTS:

- A Sensor
- A Computer
- Software

STEPS:

- Enrolment
- Storage
- Comparison

CHANGES IN OUR LIFE

BEFORE

- Keys
- Badges
- Passwords
- Documents

AFTER

Our body is
our pass



EMIRATES LAUNCHES A BIOMETRIC PATH



Emirates

- Mix of face and iris recognition
- Fast and Safety service
- Seamless flow and Smart journey
- Reduced operational requirements
- Increased capacity for the airports

The impact of new technology

Vasilena Kotaranska
2114740



Biometric airport journey

Implementing isolated solutions for passengers processing and easier travel

Passenger processing technology called ID is the solution to help alleviate current issues

ID is beneficial to the time it takes process to the passenger

Enhance passenger travel experience

Improving operation process

Ensuring safety and security



Technology

- ▶ By the new technology customer is able to manage his journey
- ▶ Flexibility in use so many tasks
- ▶ Convince as service delivery
- ▶ Customer can , cancel , change their flight ,reservation
- ▶ Customer can control their reservation and booking flights
- ▶ Digitalizing the database accessing up to date information minimizing waiting time

Technologies

Technology is a key asset for Emirates airlines as it is considered as a competitive environment advantages

Safety standpoint

Home check in and mobile devices in completing travel arrangements,
This is allowing customers to save time and move faster into shorter line

Currently the customer can choose between the service employee interaction or using self check in however

Customer is allowed to perform multiple tasks that once could be only completed by an employee.

Impacts of new technologies

- ▶ Emirates strategy is to take the Emirates experience further and this has been achieved through to use different kinds of technology in all its operation so as to enhance customer satisfaction
- ▶ Less capital investment more productivity /profit using new technologies
- ▶ Technology is very important but there are also negative aspects
- ▶ Many tasks are complicated with the help of technologies
- ▶ Many tasks are done entirely by technology



The background of the slide features a photograph of an Emirates Boeing 777-300ER aircraft in flight, viewed from a low angle. The aircraft is white with gold lettering for the airline's name and logo. The tail fin is visible, and the aircraft is flying over a landscape with mountains and water. The image is partially obscured by a large, semi-transparent white rectangular area that serves as a backdrop for the text. To the right of this white area, there are several overlapping, semi-transparent red and dark red geometric shapes, primarily triangles and polygons, creating a modern, abstract design.

Lessons That Can Be Draw From The Case Study

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What We Learned As Group Work

- ▶ Ability To Build Rapport
- ▶ Communication Skills
- ▶ Research Methods
- ▶ Feedback Skills
- ▶ Conflict Resolution
- ▶ Problem Solving
- ▶ Digital Communication
- ▶ Time Management



EMIRATES AIRLINES

IT IS A GLOBAL
BRAND WITH MORE
142 DESTINATIONS
AROUND THE WORLD

ONE OF THE MOST
EXCELLENT AIRCRAFT
AND CUSTOMER
SERVICE IN THE
WORLD

CONSTANTLY
INCREASING THE
NUMBERS OF
CUSTOMERS AND
REVENUE

ADD NEW
TECHNOLOGIES TO
IMPROVE THE
SECURITY AND THE
CUSTOMER SERVICE

WORK TO SOLVE
PROBLEMS AND
IMPROVE THE
COMPANY

BENEFITS FROM TECHNOLOGY

- ▶ THE FIRST COMPANY TO ADD TELECOMMUNICATION SYSTEMS IN ALL THREE CLASSES
- ▶ THE FIRST COMPANY TO ADD FAX SERVICE ON ITS AIRCRAFT
- ▶ THE FIRST COMPANY TO ADD VIDEO SYSTEMS IN ALL SEATS
- ▶ USING BIOMETRIC TECHNOLOGY FOR A FASTER AND EFFECTIVE SERVICE



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