

Group 2 presentation

BMSW4003 DIGITAL SKILLS AND RESEARCH METHODS

Lecturer: Alfred Mensah

NAME: Kennedy Nganga (2018117)

NAME: **Kehinde Pius Kolawole (2017909)**

NAME: Hanane Afailal Tribak (2017977)



BACKGROUND OF BRITISH AIRWAYS

BACKGROUND

- The British Airways was created in 1974.
- British Airways is the first UK airline to use biometric technology to board flight from the US.
- More than 3m customers have used the tech on UK domestic flights
- In October 2018, Heathrow Airport announced a £50 million project to roll out new end-to-end biometric services from summer 2019.
- 2010: British Airways starts using biometric facial matching for domestic customers.





- February 2017: Domestic biometric technology built into an end-to-end self-service option at Heathrow Terminal 5, allowing customers to self-board on domestic flights.
- January 2018: Orlando Airport Biometric trial begins on a dedicated British Airways gate. These have now become permanent and approximately 100,000 customers have used this to date.
- March-May 2019: Biometrically-equipped international boarding gates installed at Heathrow Terminal 5.

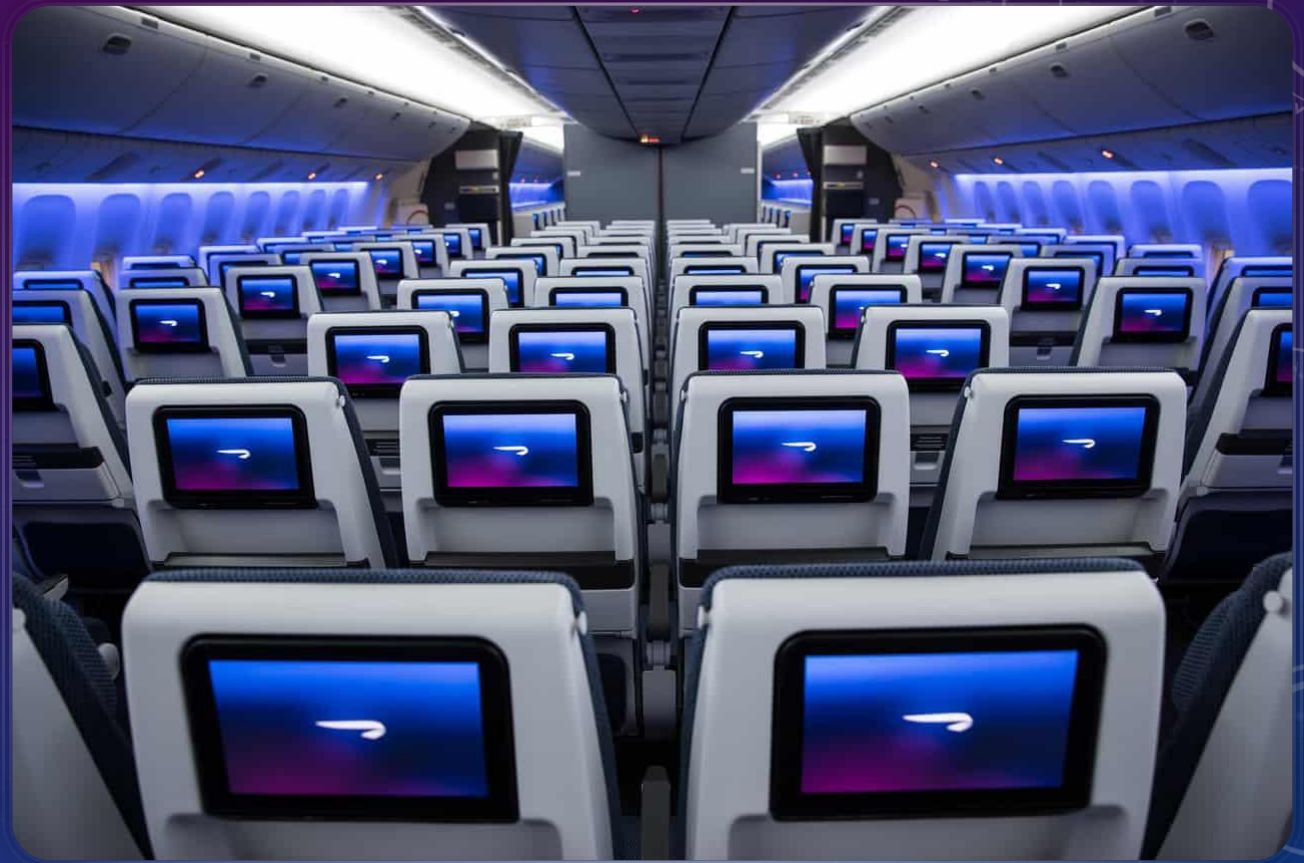
CHALLENGES BEFORE INTRODUCED MODERN TECHNOLOGY IN THE BRITISH AIRWAYS

Check in challenges:

- ❖ Massive queue to arrive to the check in desk made more stress to the passengers.
- ❖ Showing the physical documents before accessing the plane or leaving the airports.
- ❖ The traditional checking made the flights depart and arrive late and produced a lack of punctuality.
- ❖ Human interaction in check in areas increased the passengers tiring and wasted their time.
- ❖ The delays caused more materials costs to the airline and airports.
- ❖ The inefficiency security system in combating the stowaway passengers made more losses to the country.

IMPACT OF TECHNOLOGY INTRODUCED

- Speed up boarding by half the usual time.
- Transformed airport experience for customers.
- Non-Use of physical documents.
- Self-service gates installed.
- Confidentiality of personal data



LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

- Over ¼ million customers using biometric technology.
- 1st Airline to use biometric technology.
- Serving over 240 customers in 10 minutes
- Is a voluntary process unlike the compulsory documents check.



REFERENCE LIST

- ❑ 'Travel of the future', Available at: <https://mediacentre.britishairways.com/pressrelease/details/86/2019-319/11003> (Accessed:19 April 2021)
- ❑ Biometrics information British Airways available at <https://www.britishairways.com/en-gb/information/about-ba/whats-new/biometrics> [accessed 12 April 2021]
- ❑ British airways remote control available at <https://mediacentre.britishairways.com/pressrelease/details/86/0/11451#.~.text=British%20Airways>[accessed 11 April 2021.
- ❑ Transforming the airport experience using innovative technology(2018) available at <https://www.internationalairportreview.com/article/70314/transforming-the-airport-experience-using-innovative-technology>[accessed 13 April 2021.