

Mobile enhances passenger experience for BA

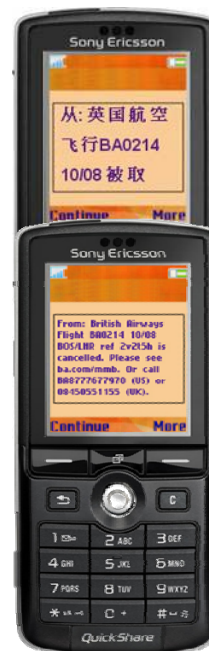
BRITISH AIRWAYS

The Solution:

Passengers enter their **mobile numbers** via ba.com.

Up-to-the-minute **SMS alerts** are sent if their flight is going to be delayed or is cancelled. Messages are sent in a **number of languages**.

The service integrates with BA's existing information system.



Results?

- ✓ On the day that BA flight BA038 crash-landed at Heathrow (Jan '08) 9,129 SMS alerts were sent to passengers; saving unnecessary trips to the airport
- ✓ During four days of disruption caused by terrorist activity in Aug '06 over 20,000 SMS alerts were sent to passengers and cabin crew in 87 countries

Business Need:

An **instantaneous communication** channel for sharing flight update information, including delays, re-bookings and cancellations.