

Mobile marketing enhances passenger experience for BA



Business Need:

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

The campaign fits BA's strategic goal of using mobile marketing, in conjunction with email marketing, as a cornerstone of its communication activity with customers.

The Solution:

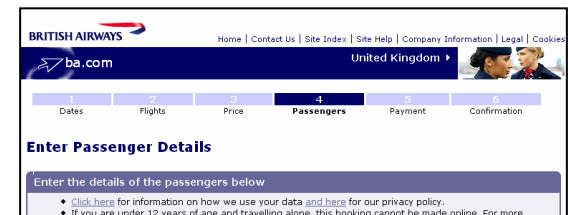
Global roll out of a bespoke **Short Message Service** that provides information by integrating with BA's current systems.

Through the **ba.com** website customers enter their mobile numbers to receive up-to-the minute flight and contact information.



Promotion:

The service is extensively promoted through the website **ba.com**.



Due to the innovative edge to the service, numerous publications covered the story.

BA rolls out mobile messaging strategy to staff and customers

BY JUSTIN PEARSE
British Airways has launched its global mobile messaging strategy for customers and staff.
The strategy has already been put to the test to cope with delays caused by the Hemei Hempstead oil fire.
The move follows the appointment of Incentivated as the airline's global



numbers from customers over the last year from its online booking service at **ba.com**.
On the B2B side of its business, BA sees SMS as crucial for services such as World Cargo, with customers uncontactable via email.
The airline has installed an Inter-



Our Task:

- ✓ Share immediate flight updates with passengers, cabin staff and cargo clients.
- ✓ Deliver messages 24/7 when passengers and staff may not be online.
- ✓ Include return path (local telephone number) for passengers to confirm alternative flight plans.
- ✓ Operate the campaign in multiple languages to customers worldwide; wherever they may be.

Results?

- ✓ During disruption caused by terrorist activity in August 2006 over 20,000 sms messages were sent to BA passengers and cabin crew in 87 countries over a four day period, which was 18 times more traffic than the previous highest
- ✓ 89 passengers were informed of cancelled flight BA0214 from Boston to London on August 10th 2006
- ✓ BA9043 (Dusseldorf to Heathrow) was cancelled on 11th Dec 2005 – 46 people (or 30% of the typical loading of 155 people on an Airbus A310) were sent a message telling them not to go to the airport but to call BA instead

“Integrating fifteen automated applications with a supplier seemed like a mammoth task. With the help of the Incentivated technical team the whole task was completed seamlessly in two days.”

Nico Le Roux, British Airways World Cargo