

British Airways Improves Internal Communications with TynTec's eBizSMS

Case Study

The Company



British Airways Connect is a fully owned subsidiary of British Airways and is one of the most cost-efficient carriers across the entire group. It flies from 17 airports in the UK on 63 routes across Europe to major regional airports. BA Connect has major hubs in Birmingham, Bristol, London City, Manchester and Southampton and flies to a variety of destinations in North West Europe. BA Connect handles most of British Airways' domestic and European services.

The Challenge

BA Connect needed a reliable communication system that would help the operational management team to better coordinate mission-critical business operations, processes and staff. The company required a ubiquitous alert system that would work across Europe to keep their aircrew up to date with scheduling information. As well as having the ability to work anywhere on the continent the desired solution needed to provide BA Connect management with a 100% delivery guarantee of all business-critical information sent.

Incidents and everyday issues, such as damage to planes caused by baggage trucks, cost BA Connect financially as well as having a significant impact on the coordination of operational tasks. In the case of such incidents it is essential that messages are guaranteed to be delivered to a complex chain of recipients. Information needs to be sent to different levels of staff to order new aircraft components, to ensure engineers are sent to fix a broken plane, to inform insurance companies and to make sure that a replacement aircraft is scheduled. All this needs to be done as quickly and efficiently as possible.

Being able to inform crew of last minute changes to their timetable and other important scheduling information without hassle was also a challenge BA Connect was facing. If the pilots and cabin staff are not in the right place at the right time then the plane sits on the runway, again costing BA Connect financially and causing a knock-on effect on the complex cycle of flight schedules. For all these reasons it is crucial to be able to guarantee that operational and scheduling information arrives to aircrew in a timely and reliable manner.

The Solution

BA Connect chose eBizSMS from enterprise quality SMS provider TynTec to deliver this mission-critical information. eBizSMS is an easy-to-use web-based solution providing corporates with 100% guaranteed delivery of SMS in 340 networks worldwide. Unlike traditional 'consumer' SMS TynTec allows enterprises to guarantee the delivery of messages, therefore meeting the high Service Level Agreements (SLAs) required by BA Connect.

SMS was chosen as an alert mechanism because of its ubiquity, cost effectiveness and ease of use. SMS can be quickly and easily rolled out across the organization, as device penetration amongst the workforce was already very high. Additionally, SMS has the advantage of being cost-efficient as an information management tool when compared to other communications channels, such as telephone calls and e-mails. The simple to use front-end also means eBizSMS is easy for staff at BA head-office to use and, in addition, TynTec's back end technology means that all messages can be time stamped, allowing the company to track delivery of each message in real-time.

TynTec meets very stringent SLAs by guaranteeing that all messages are delivered in less than 15 seconds.

The Benefits

BA Connect has derived clear benefits from the TynTec solution. eBizSMS is allowing the company to schedule and re-schedule mission-critical tasks using SMS, offering greater flexibility and efficiency.

The TynTec solution means BA Connect are now certain that messages are guaranteed to be delivered without having to retrain staff or roll-out any new devices. SMS is also a cost effective channel, combining both minimal ongoing costs and low setup investment. Because eBizSMS is a web-based tool it requires no integration with the back-end, minimizing the initial investment needed to deploy it; ongoing costs are low because SMS is cheaper than other available communication methods such as telephone calls. With coverage in 340 networks in 140 countries messages can also be sent and received in all the locations that BA Connect operates in.

The fact that eBizSMS has a simple web-based front end means that anyone in the company can use the system to deliver crucial messages to individuals, or groups of people, very easily.

"SMS is the most business beneficial system we have ever rolled out, it is a killer application. We are now using it for an increasing number of mission-critical tasks as it allows us to be very flexible and reactive, which is the nature of the airline industry. TynTec allows us the confidence that 100% of all messages sent have been delivered in a timely fashion, in every country in which we operate."

Abdhu Choudhury, IT operations manager for BA Connect

TynTec Profile

TynTec is an enterprise quality SMS operator for corporates. Through partnerships with network operators Manx Telecom (Isle of Man), Digicel (Jamaica) and Alands Mobiltelefon (Finland), TynTec has multiple access points into the deep level mobile telecoms infrastructure (SS7). These partnerships, combined with a proprietary SMS-C platform, allow TynTec to offer a highly secure, rapid and reliable communication channel with a single, direct path between sender and recipient.

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