

British Airways Cabin Crew To Use I pads To Revolutionise Customer Service



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British Airways cabin crew are using the latest iPad model to bring a new dimension to customer service in the air.

The iPads enable cabin crew to have prior awareness of customer preferences and a greater understanding of each customer's previous travel arrangements, allowing them to offer a truly bespoke, personalised service.

The iPad lets crew quickly identify where each customer is seated, who they are travelling with, their Executive Club status and any special meal requests. It gives cabin crew a whole library of information at their fingertips including timetables, safety manuals and customer service updates. It also means any issues can be logged with ground-based colleagues around the network prior to departure so solutions can be delivered while the flight is airborne.

When all the passengers have boarded and just before the doors are shut, cabin crew are currently handed a long scroll of paper, listing up to 337 customers. With the new iPads cabin crew will simply refresh their screen when the doors have closed through wireless 3G networks and they will have a complete list of passengers on board.

Bill Francis, British Airways' head of in-flight customer experience, said: "The iPad is already allowing us to offer a more personalised onboard service, but the possibilities for future development are endless. We're receiving great feedback from cabin crew and

customers already. It allows the crew to offer the thoughtful service they want to deliver and customers are treated as valued guests."

The iPad is currently being trialled with 100 cabin crew with the aim to roll it out to all senior crew members across the airline in the coming months.

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About British Airways:

British Airways plc offers a wide range of worldwide destinations - including [holidays in Dubai](#) and [holidays in Maldives](#), as well as [flights to Melbourne](#) and [flights to Sao Paulo](#), hotels, flights, car rental with Avis and experiences. Customers can save time and money with ba.com when booking ATOL protected holiday packages, ATOL number is 5985. Passengers are offered added peace of mind to their holiday plans and the security of travelling with British Airways. British Airways plc constantly seeks to exceed customers' expectations, both in terms of the value for money and quality of the service provided.

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