

Case Study: Airline Industry

Companies in the Airline Industry using Red Oxygen:

- Qantas
- Rex Airlines
- Jetstar Airlines
- Brisbane Airport
- Navataire
- Qatar Airlines

Industry Overview

A vital mode for international exchange, air transportation is the way a community connects to the world. Yet, the last three years have proven more than difficult for the ailing industry. Battling billions in losses, global terrorism, the war in Iraq, struggling world economies and rising oil prices, international air travel continues to face crisis and undergo dramatic change in order to survive.

While traffic figures are increasing, recent mergers and new service offerings are evidence that fundamental transformations are taking place within in the industry. New airlines have also strengthened competition by challenging existing infrastructures with lower costs and alternative labour relations.

The Problem

It is this corporate restructuring that continues to drive industry profitability in the long-term. Airlines are now turning to cost-cutting efficiencies to simplify not only their commercial business, but also the safety and security systems that support the industry. Processes must now be reengineered further to capitalize on new opportunities and utilize the latest technology.

The Solution

Using Red Oxygen's SMS technologies, the Airline Industry can save time and money by improving communications with pilots, flight attendants, security and maintenance staff, and customers. Below are examples of how the Airline Industry can use and benefit from Red Oxygen.

Fey features for the Airline Industry:

- **Send SMS messages** to individuals or groups from Microsoft Outlook, Lotus Notes or any other business application (servers, databases, CRM/ERP systems, instant messaging applications, etc).
- **Receive SMS message replies** into the sender's email inbox or on their mobile phone.
- **Receive SMS calendar reminders** from Microsoft Outlook or Lotus Notes.
- **Control costs and users** with Red Oxygen's online administration tool.

Primary uses for the Airline Industry:

- **Emergency response teams** can communicate with large groups of staff and customers instantly via SMS.
- **Airport operations staff** can communicate with ground and air-traffic control via SMS.
- **Pilots, flight attendants and other remote employees** can be notified of schedule updates via SMS and avoid logging onto the Internet or paying for international roaming when checking voicemail.
- **Customers** can be notified of late departure flights via SMS.
- **Suppliers** can receive SMS updates on the latest airline and airport news.
- **Infrastructure and operations teams** can monitor and identify issues or outages immediately via SMS notifications.