

Airline Moves

CATEGORY NAME:
Internal Communications

PROJECT NAME:
Airline Moves

ENTERING COMPANY:
The Team

CLIENT:
BAA

This is a demonstration of how the measure of success for this internal communications programme, at the heart of the success of the world's busiest airport, is the fact that the customer doesn't know it's happening.

The next time you set off on a journey from Heathrow, imagine the frustration if the ground staff directed you to the wrong terminal and you missed your flight. Imagine the chaos, reputation damage and the loss of public confidence in Heathrow's operator BAA.

BAA's Airline Relocation is the most complex airline relocation programme ever undertaken. The opening of Heathrow Terminal 5 triggered a large-scale programme in which over 50 of Heathrow's 90 airlines carrying millions of passengers, will move terminals over a 21 month period from March 2008 to Jan 2010. It will see the co-location of the three airline alliances, reducing cross-airport transfers and speeding journey times for passengers.

The Team was asked to develop an Airline Moves internal communications programme to support this process. Given that BAA's reputation was still damaged after the launch of T5, the campaign's success was judged on:

- Our ability to gain commitment from employees
- Guarantee smooth operational transition, sustaining the performance of the airlines
- Meet business performance objectives, including passenger satisfaction.

It is against these KPI's that we can show how we created and orchestrated a highly successful series

of design interventions. This internal communications programme ensured:

- **No flights were affected by airlines moves following overnight airline relocations**
- **100% of staff knew what to do on Day 1, delivering a seamless experience to passengers**
- **93% of airlines impacted by the programme felt fully involved in the campaign**
- **93% of airlines felt they received enough information.**
- 92% of staff felt that they were equipped with enough information on the move of United Airlines and Air New Zealand move to T1.
- 82% of operational staff who attending a briefing session on the moves programme said they were useful, and 99% would recommend them.
- 80% of non terminal and non-operational staff felt they were provided with useful information about the airline relocations.
- BAA was not fined for any delays in flights being relocated.
- **All moves were completed without disruption to other operations.**

The brand

The does-what-it-says-on-the-tin
brand for airline relocations

AIRLINE MOVES

Creating awareness

Campaign poster aimed at staff

BAA Heathrow

Heathrow's airlines are **moving.**

Which Terminal?

**MOVES START
MARCH 2008**

From March until 2009, over 50 airlines are on the move to a different terminal at Heathrow.

Look out for more information in Heathrow People and on ConnectLive.

Making Heathrow **Great**

Familiarisation and induction training

1 Welcoming airline staff moving into Terminal 1:
120mm square wallet and three information booklets.

2 Keeping staff updated:
a handy A5 fold-out guide to the moves in each terminal.



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Familiarisation and induction training

- 1 Getting feedback and input from staff
- 2 Engaging the airlines in the future plans for Terminal 4 via a small booklet
- 3 New airlines arriving: giving BAA staff the key facts

Feedback on today's briefing session

Today's date: _____ Name of facilitator: _____

What format do you work in?

What is your role at Heathrow?

1. How did you find today's briefing session?

Not at all	1	2	3	4	5
Not at all	Not useful	Neutral	Useful	Very useful	Very useful

2. Is there anything else you would have liked to see included in this briefing?

3. How prepared do you feel for the future plans?

Not at all	1	2	3	4	5
Not at all	Not prepared	Neutral	Prepared	Very prepared	Very prepared

4. What other support or information would help you prepare for the future plans e.g. training?

5. How would you like to receive information about future plans in the future?

Email to me Text message Facebook Twitter

LinkedIn YouTube Instagram Other

6. Should you recommend this session to your colleagues?

Yes No Not sure

7. Please use this space for any comments or suggestions.

Thank you for your feedback.

AIRLINE MOVES Making Heathrow Great

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Terminal 4 – The Transformation Journey

A look at the next three months

AIRLINE MOVES BAA Heathrow

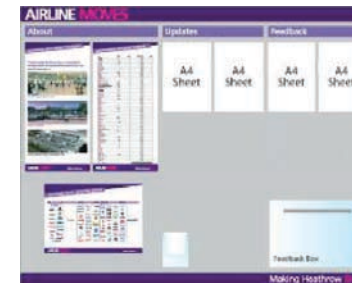
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Ongoing engagement

- 1 Branded noticeboards in staff areas for regular updates
- 2 T-shirts to make the trainers identifiable
- 3 Handy lanyard cards to help staff to help passengers
- 4 Newsletter template tool to produce internal newsletters



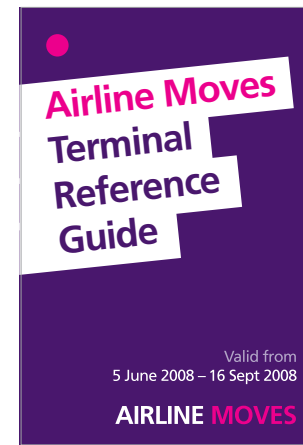
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Airline	Current terminal
Aer Lingus	1
Aeroflot	2
Air Algerie	2
Air Astana	2
Air Canada	3
Air China	3
Air France	3
Air India	2
Air Malta	3
Air Mauritius	4
Air New Zealand	3
Air Seychelles	3 (Terminal 1 from 4 July)
Air Transat	2
AZ	2
Alitalia	2
American Airlines	2
NH	ANA
OZ	ANA
Asiana Airlines	3
Atlas Blue	1
	2

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In real life

Posters and trayliners to welcome airlines to their new terminal

