

# Japan Airlines (JAL)

## Case Study



### Overview:

Awarded the 'Most Punctual Major International Airline' in 2015 for the 5th time, JAL are committed to providing customers with unbeatable quality in every aspect of their service. Additionally, with the target to become the most preferred airline in the world, JAL strives to keep their standards at the highest levels. It was a privilege for Heathrow Commercial Telecoms to work in partnership with the airline to upgrade their telephony system.

### Quick Facts:

- Member of the oneworld® alliance
- Spread across more than 305 airports in 51 countries and regions
- Modern fleet of more than 220 aircraft, including the Boeing 787-9
- More than 30 million JAL Mileage Bank (JMB) loyalty program members worldwide

### The Case:

JAL has a code share agreement with British Airways to link Japan, via London Heathrow, to multiple cities across the UK. Operations of all oneworld® alliance members servicing Heathrow, including JAL, are amalgamated into Terminal 3, Terminal 4 and Terminal 5 – with JAL operating at Terminal 3. JAL's staff require uninterrupted connectivity to serve their customers. JAL's Private Branch Exchange (PBX) phone system at Heathrow had been in use for the best part of 20 years. Naturally, the system had become dated. Moreover, it required separate circuits across sites which interconnected together, making day-to-day connectivity difficult to maintain.



**JAPAN AIRLINES**

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“In order to keep up with the modern-day expectations to provide high quality communications technology for all staff and passengers, Heathrow Commercial Telecom’s IPT solution has created a more efficient infrastructure to support the company’s needs. The features implemented on each handset added value by ensuring that communications throughout daily operations are more effective and support the business in being more efficient.”

Mr. Taichi Isogawa, Assistant Manager, General Affairs UK of JAL

## The Deployment:

JAL engaged with Heathrow Commercial Telecoms to upgrade their telephony solution from the very beginning of their decision making process. As a result, the team at Heathrow had the opportunity to work in consultation with JAL to find a solution best suited to their needs. As part of the solution, a managed IP Telephony system was deployed along with the latest Cisco 7962 and 7911 handsets. The installation of analogue lines meant connecting network of offices, ticket desks and ticket offices. JAL also requested bespoke features to the handsets based on their designated location and nature of use, for example Voicemail features and Call Hunt Group. These customized features ensured that every telephone had its unique reliability to serve the requirement of staff and passengers.



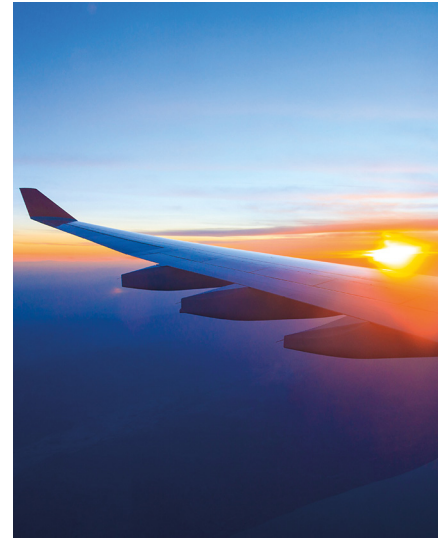
## The Business & Technology Drivers:

JAL needed a managed and consolidated IPT solution to connect their business areas across the Heathrow sites. JAL had peace of mind knowing that their solution was looked after by Heathrow Commercial Telecoms and would provide a smooth and seamless experience for the users. JAL are on track to reach their target to be the world’s preferred airline. Equipping staff with the right tools keeps them motivated, which then translates to better customer service.

## Common Infrastructure:

The concept of Common Infrastructure has been developed at Heathrow over a number of years. It is enabled by technology convergence and driven by common requirements with the aim of reducing costs, minimising complexities and maximising flexibility. JAL have taken advantage of Heathrow Airport Limited’s (HAL) investment in the Common Infrastructure, by leveraging the infrastructure that HAL has already put in place.

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## Cost Benefits:

By leveraging the investment HAL has already made in network infrastructure, there was no upfront hardware costs associated with this type of installation. Switches, cabling, resilience and testing all contribute considerably when creating new networks or extension of an existing network.

The estimated savings for JAL were in the region of £4,000 for overall running costs and telephony charges. This is above and over the intangible benefits of staff empowerment and customer satisfaction.

## Working In Partnership:

The upgrade of JAL's legacy phone system to Heathrow Commercial Telecom's Managed IPT solution was very much a joint partnership. JAL have been actively involved in the process from inception to delivery. This has helped Heathrow's team to move forward efficiently with the design and implementation of the solution, focusing on providing JAL with the best-in-class telephony service.

Besides capturing their current needs, Heathrow's effective planning meant that the technology deployed for JAL is also future-proof.

“At Heathrow we strive to serve every business to fulfil their goals and aspirations. Technology is a huge enabler for today's businesses and we are committed to providing the best solutions, supported by a proficient team, to JAL.”

Roberto Segala, Head of Heathrow Commercial telecoms.