



Scandinavian Airlines (SAS) becomes the most punctual airline by using GroupTalk

SAS is the leading airline in Scandinavia with over 27 million passengers annually to 128 destinations. In recent years the company has struggled with lower margins on a deregulated market. SAS has identified punctuality as a key to improved competitiveness and reduced internal cost. Punctuality is improved by using GroupTalk, a mobile Push to Talk solution based on smartphones, two way radios, PCs and the GroupTalk managed service. SAS is now Europe's most punctual airline!

"GroupTalk is one of the best investments made – not only financially, but also from a customer- and employee-satisfaction point of view. GroupTalk has made it possible for SAS to continuously improve operation excellence in an airport environment which grows increasingly complex."

John S. Dueholm, Deputy President & CEO

Challenges

An important factor for punctuality is a successful coordination of the "Turn Around" process at gate. A Turn Around is a time-critical team work, based on efficient communication. Internal studies identified that there was a major potential to improve communication between the flight crew and ground staff.

Ground Staff communicated using two way radios which was not a good solution for the flight crew. SAS was looking for a solution that could reuse already made investments in two way radio equipment, and solve the communication problem.

SAS was also interested in a managed service to avoid setting up a support organization.



Solution

The GroupTalk solution is a cloud service that connects ground staff and flight crew. Ground staff can continue to use two way radios and the flight crew were equipped with smartphones and the GroupTalk app.

SAS initially distributed Windows Mobile and later Android smartphones to the flight crew that enabled the new communication process.

During a Turn Around the flight crew connect their mobile phones to the Push to Talk group corresponding to the current gate. Ground crew join the same talk group with their two way radios and communication is established between all functions to depart the flight on time.

The GroupTalk service is delivered as a managed service based on the GroupTalk service platform. GroupTalk Sweden AB is responsible for operations and support of the GroupTalk service, and ensures that the service is delivered according to Service Level Agreement (SLA).

SAS introduced GroupTalk on all airports in Sweden 2006 in Norway 2008 and in Denmark 2011.

Result

GroupTalk has improved communication in the Turn Around process for SAS with the following results:

- Improved punctuality
- Improved competitiveness
- Reduced cost
- Dedicated staff and improved work environment

The GroupTalk return on investment (ROI) has been exceptional and SAS has become the most punctual airline in Europe!

Data

- 5000 users
- 32 airports, 290 gates in 3 countries