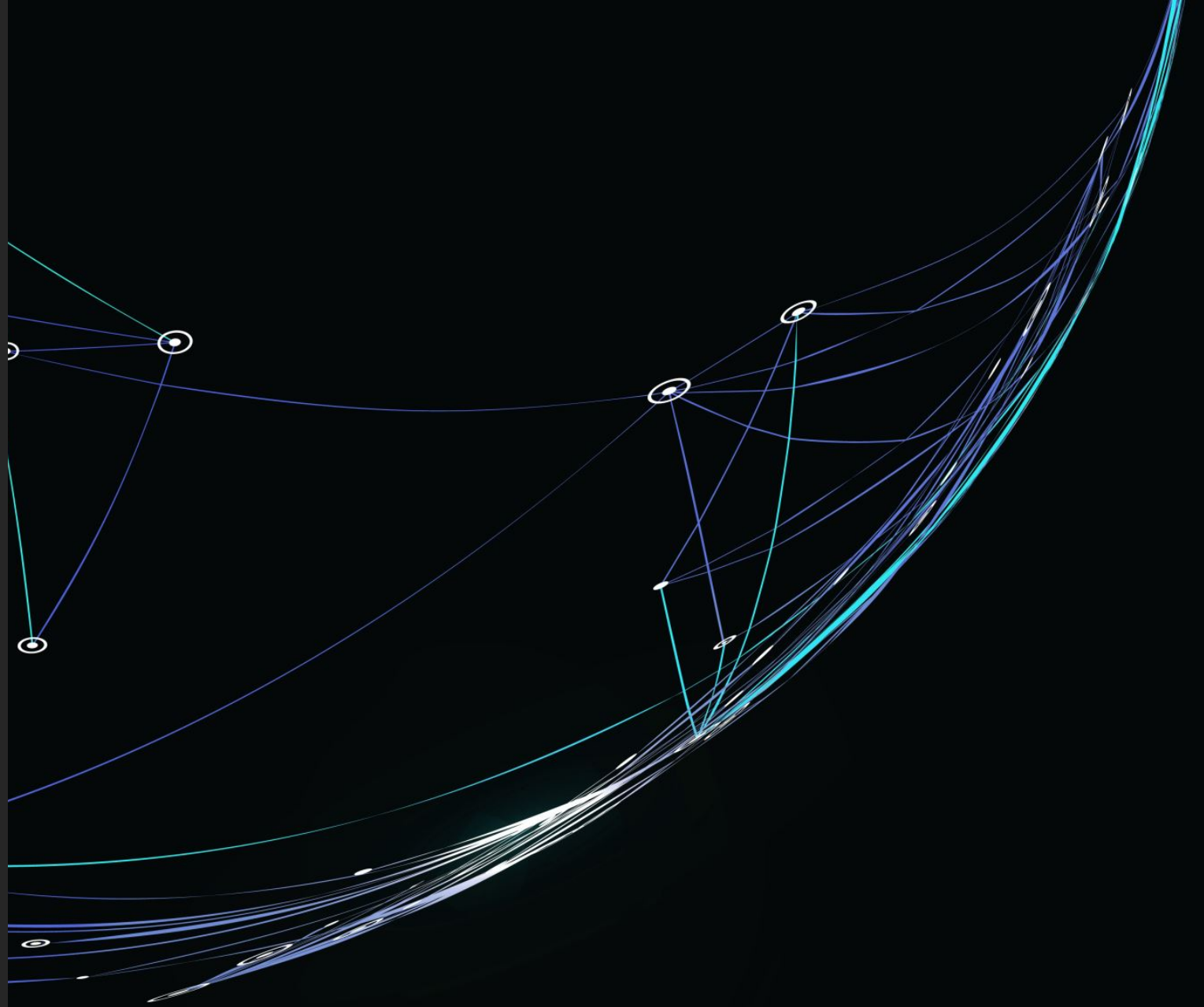# AIRLINE
-
FREQUENCY
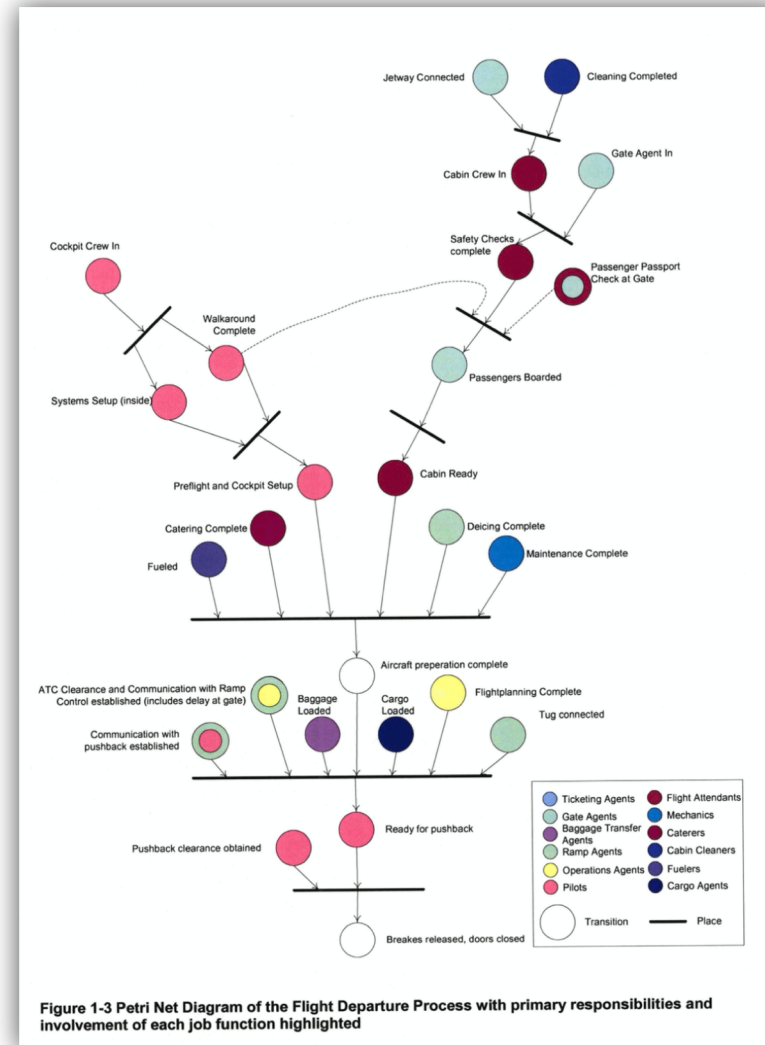
FLIGHT DEPARTURE PROCESS

AIRLINE OPERATIONS
COLLABORATION PLATFORM

THE SEQUENCING OF STAGES MAKES DIFFERENT JOB FUNCTIONS HEAVILY DEPENDENT ON ONE ANOTHER.

■Coordination through relationships and communication is necessary for the successful completion of a variety of processes

■The importance of coordination is elevated as the number of people involved in the process, its complexity and time pressure increases

Figure 1-3 Petri Net Diagram of the Flight Departure Process with primary responsibilities and involvement of each job function highlighted
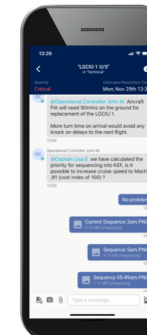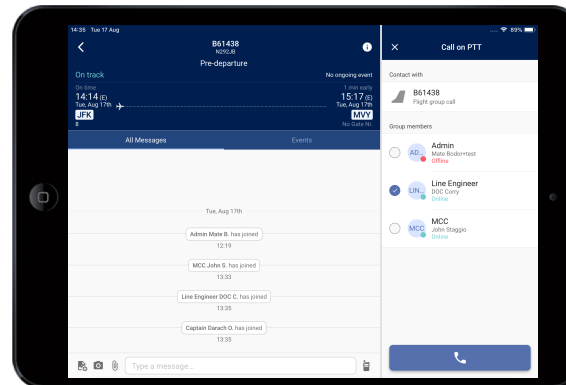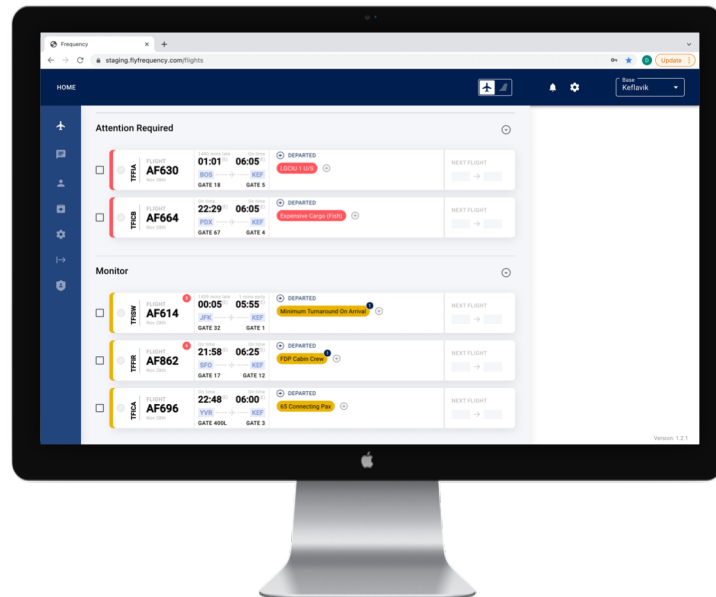
Does the efficiency - quality tradeoff hold in all cases or are there methods to shift this barrier achieving simultaneous improvements in efficiency and quality ?

What effects do relationships and communication have on performance in the flight departure process ?

" Higher levels of communication and relationships did result in better performance at the stations studied "

f FREQUENCY

EXAMPLE FLIGHT 630 - GROUP

Figure 1-3 Petri Net Diagram of the Flight Departure Process with primary responsibilities and involvement of each job function highlighted

All team members needed to depart an aircraft safely and on time collaborating in one place.

Voice – Txt – Photo - File Sharing

CONNECTING OPERATIONS TO FRONTLINE

■ Operations Agent is the primary boundary spanner in the flight departure process

■ Ops Agent at a disadvantage because located away from all other job functions, coordinating the flight departure process from the operations center in isolation via radio

■ Ops Agents identify the most problems in the flight departure process

A live flight card for each flight in Icelandair operations is automatically created in real time.

Team members – frontline and control centers – create events to report potential or actual disruption.

Flight cards are presented in order of attention needed.

IS IT THE PEOPLE?
# OR
THE TOOLS AND PROCESSES?

- Operations agents observe most frequently problems in their cooperation with fueling, freight agents, cabin cleaners, pilots and flight attendants.

- Ramp agents also identify their cooperation with flight attendants troublesome at times

- One of the biggest problems with flight departure process in KEF is the loading of freight on passenger planes which often arrives late. When this happens load planning and actual loading is delayed, cargo is loaded last, blocking pax bags which results in late unloading of bags at destination as well as delays if bags needs to be unloaded before departure because "no show(s)" pax.

- A high proportion of departure delays from KEF are attributed to these problems.
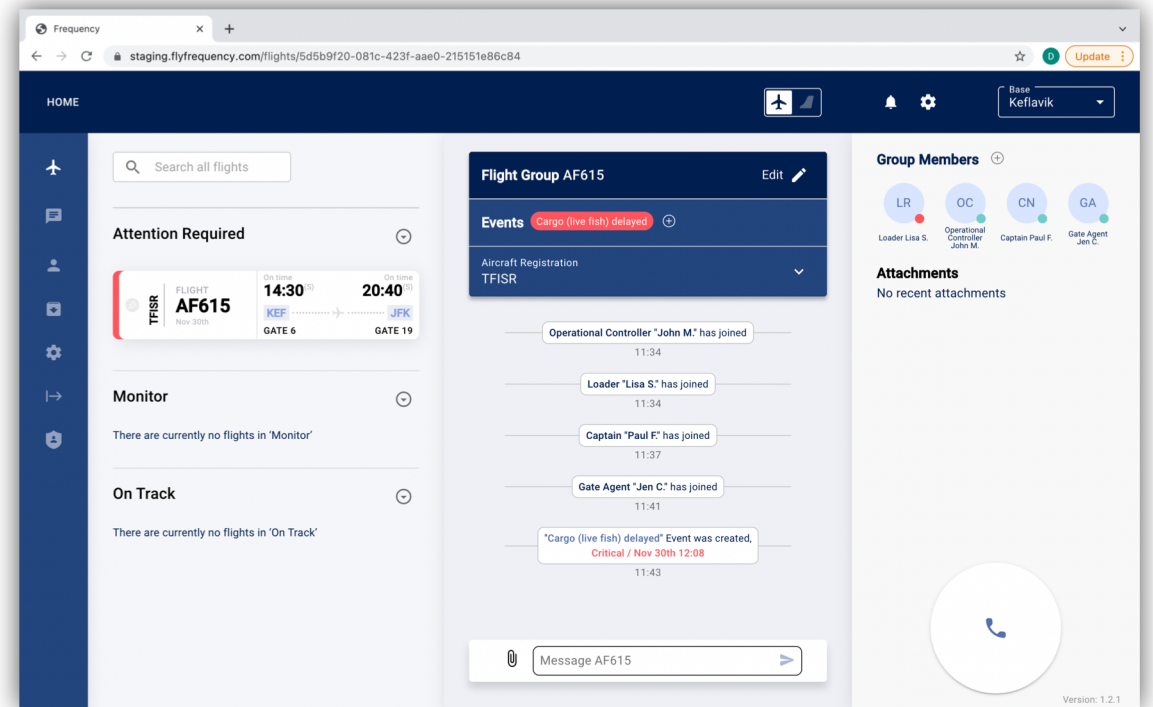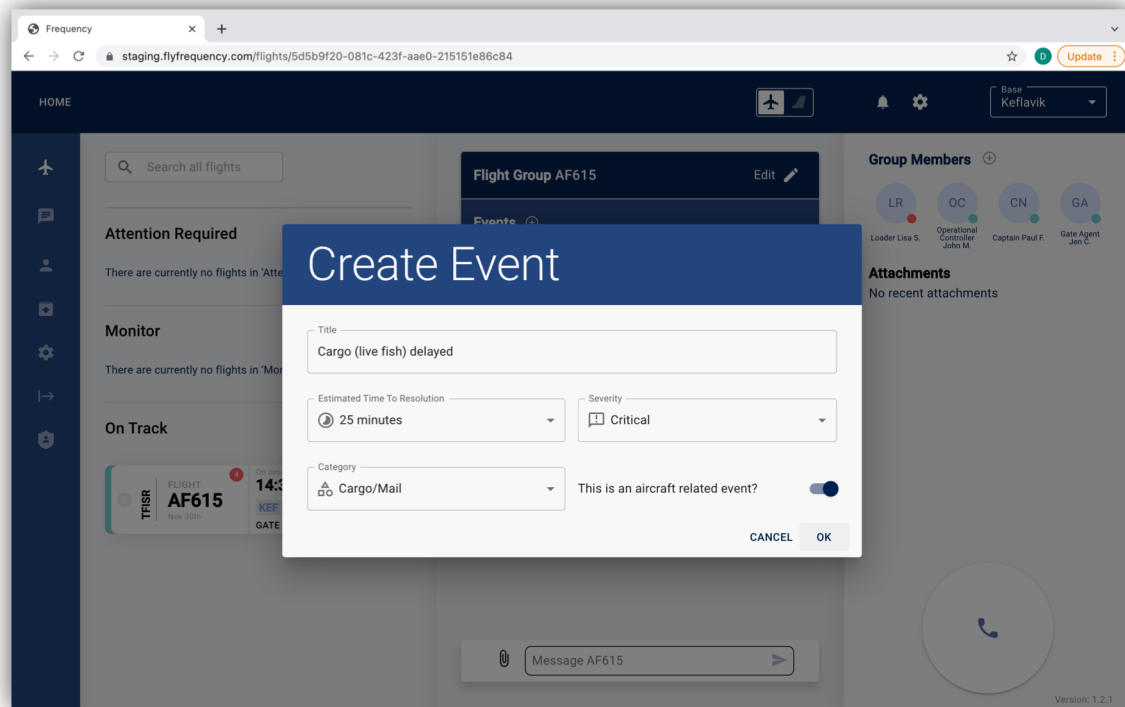
EVENTS

- Load control create the event. All flight groups members get a push notification and are made aware of the 25mins estimated resolution time.
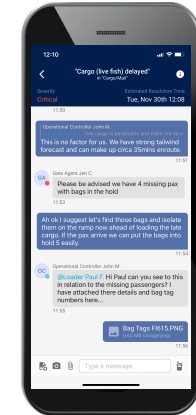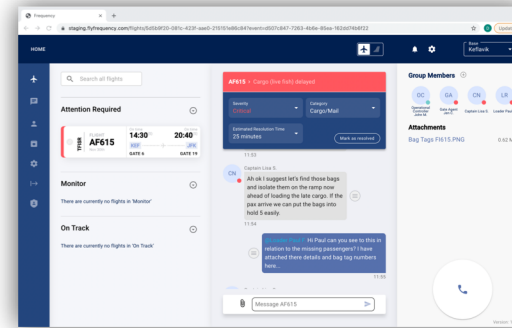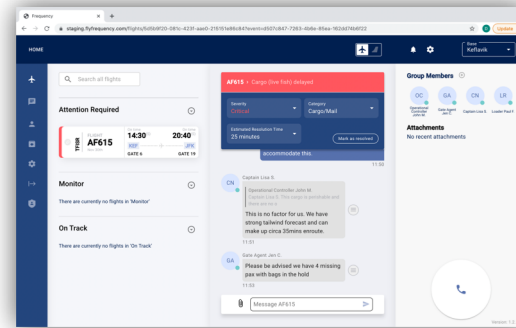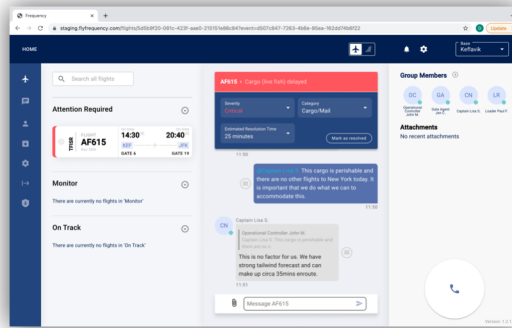
STRATEGIC ACTION VS TACTICAL

- Operations Control, Captain, Gate Agent and Loader - collaborating together easily so that the optimum resolution is found and implemented minimizing the impact to the operation.

THIS DIVERSITY OF
INFORMATION SYSTEMS
SOMETIMES INHIBITS
COMMUNICATION, FOR
EXAMPLE:

1. PILOTS USE 8 DIFFERENT
    COMMUNICATION TOOLS

2. OR WHEN OPERATIONS
    CONTROL IN ICELAND
    DOES NOT HAVE ACCESS
    TO SOME OF THE
   AIRPORT'S CHECK-IN
    SYSTEMS ETC.

FILTERS, MULTI-GROUP MESSAGING AND ARCHIVED DATA

- The LHR station sends out a proprietary daily report, called "Icelandair Daily Station Report", which contains information about the flight departures from the station. It contains detailed information about the load of the flight, departure timing, remarks on boarding, check-in and any other incidents in the flight departure process.

- This report is circulated to station and customer relationship management at Icelandair head quarters as well as the Icelandair sales offices in the UK and US.

- The information in this report is not collected into a database where it could be further used for statistical analyses.
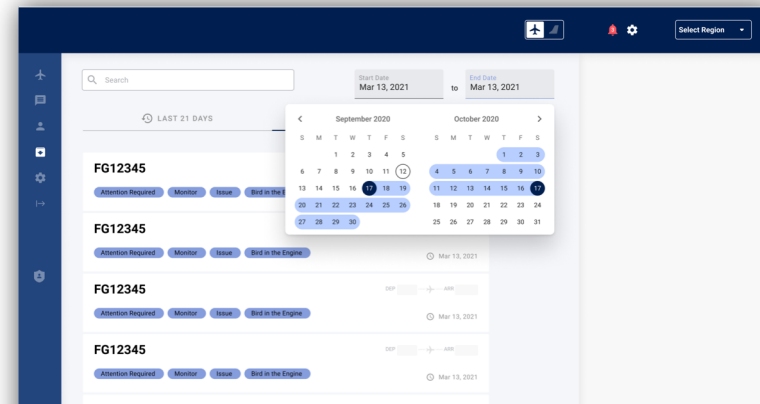
Powerful filters - airports, regions, base, aircraft type or flight status - allow you to narrow the focus
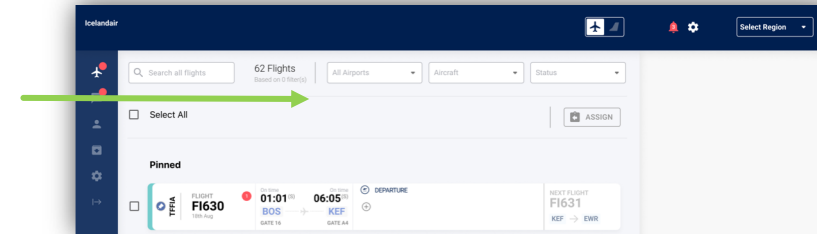
Combined with the multi-flight group messaging
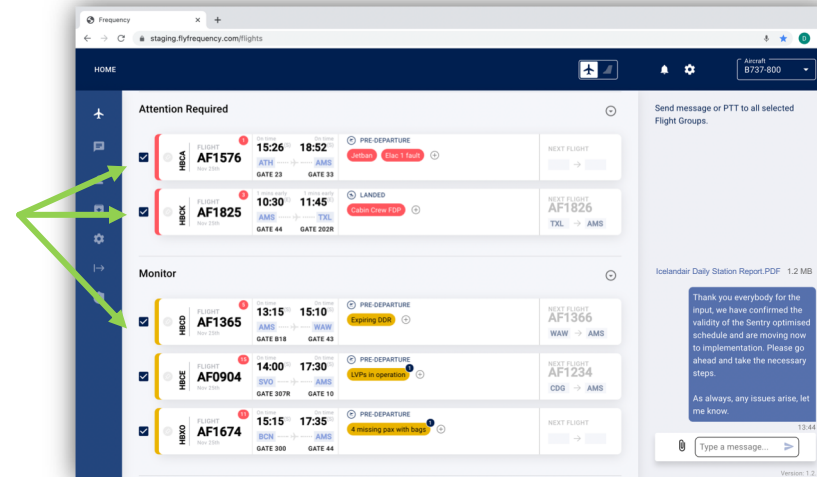
And archived/searchable database is key to transforming to a virtuous circle of improved operations

OUTSOURCING TRADE-OFF

- Outsourcing environment when many companies work together on completing the flight departure process it is more difficult to achieve high levels of communication, coordination and relationships

- Icelandair's departure related job functions are performed by 7 different companies at LHR

- The decision to outsource may inhibit the company in taking advantage of efficiency and quality improvements through strong relationships and coordination

- If the company decides it is beneficial to outsource the process it should set up mechanisms of control and coordination to support the building of strong relationships across functional and organizational boundaries to minimize the trade-off effect.