

Aviation Operations Collaboration Platform



We Organize - You Communicate



44%

Growth in collaboration software use in enterprise companies since 2019. (Gartner)



Primary Reasons

Save Employee Time and Companies Resources

Increased Productivity 20-25%

Improved Decision-Making Speed by 17%

Improved Decision-Making Quality

Airline Priorities



ON-TIME PERFORMANCE

- 11.4 mins Avg Delay per Flight
- \$74 Avg Cost per Min
- 44% Reaction No.1 Delay Cause
- 27% Airline No.2

NET PROMOTER SCORE

- 27 average NPS In the US airline industry (Satmetrix, 2020)
- Punctuality and Delay Management have the biggest negative impact on NPS

COST

- 36% Increase in Domestic Flights Price USA since Q1 2020
- \$8.3B Delays Cost US Airlines Annually

Problem

Airline operations are unnecessarily complicated coordinated across 8 legacy communications channels with **inherent limitations**:

Roadblocks

Relays

Repetition

Silos

Sub Optimum Method
(Voice, Text, Photo, File Sharing)



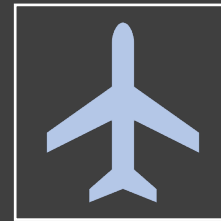
Begin with Solution Patterns

1. Define your airlines operations business objectives and map the collaboration patterns required to implement them onto existing legacy communication channels.
2. Identify inefficiencies caused by roadblocks, relays, repetition, silos, and not optimum method.
3. Map these patterns onto collaboration software solutions and quantify the improvements.
4. Select the best fitting collaboration software.

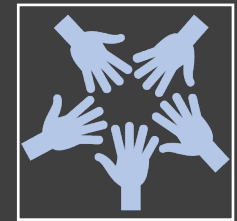
You will not find generic software that meets airline operations needs today.

Why Frequency?

We Organize – You Communicate



The Frequency platform is tailor made for airline operations specific collaboration patterns



Our team will partner with you to implement it correctly – this is no trivial exercise, and requires commitment and expertise.



Frequency maps to your patterns because we listen to your employees

Key Features

Multi-Hub Airline

- Regions, aircraft type and bases.
- Users select role and area of responsibility

Reducing the Noise

- User specific notifications, tagged messages and interface - delivers the correct balance of being informed, but not interrupted

Optimum Method

- User decides whether to use voice, text, photo or file sharing based on the situation

Collaboration Platform

- Dynamic flight groups automatically open and close for each flight

Workload Management

- Reassign flights depending on capacity

Key Features

Prioritisation & Event Triggering

- Flights ordered based on departure time, flight status and user created events
- Pinning flight cards and filtering, enable further refinement

Multi-group messaging

- In a single step broadcast a message to every flight

Review and Improve

- Accessible archive to review the airlines operation and understand what's having the biggest impact

Locked Out Flights

- Restrict access to a flight group if a serious incident occurs

How is it achieved?

Frequency
**automatically creates
ad hoc flight groups**
for the full schedule
and **sorts** these flight
groups by region, base
and aircraft type

Open communication
happens within flight
groups where you can
upload files, shares
photos, message and
talk

Flight Delay Tracking
with a brief view of a
flight group you know
how a flight is
progressing, and what
disruption is occurring

Collective Context
means no need to
interrupt your team
for status updates

The **collective
knowledge** is
conveniently sorted
into "**events**"

How is it achieved?

Actionable Data / Accessible Archives
when team members are reassigned, their input isn't locked away across 8 channels

Powerful search functions and pinning
puts what you are looking for in your hands in seconds

Device Agnostic / Cloud Hosted
Support flights from wherever you are

Live Flight Data - All changes to key flight data generates push notifications

Flight Cards - Flight cards present the most important information in a user-friendly layout

User Process

Create

Notify

- A delay in a flight departure task can have an impact on other team members. Creating an “event” automatically notifies all relevant users and prioritizes the flight card for the controller roles

Prioritize

Optimize resources

- The impact to the passengers can be minimized by prioritizing optimally the available resources
- Frequency allows controllers to quickly triage what flights have priority

Collaborate

Produce solutions

- Streamline processes and avoid delays by arriving at the right decisions sooner

Implement

Put into effect

- Reducing delays depends on efficient implementation of the solution
- The first step is communicating the decision to the frontline teams. This is often the most difficult step with roadblocks, relays and repetition

Benefits



STREAMLINED
PROCESSES



QUICKER DECISION
MAKING (17%)



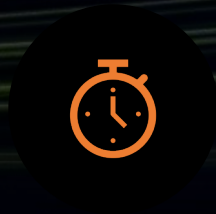
IMPROVED QUALITY
OF DECISION
MAKING



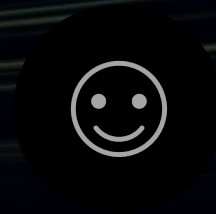
INCREASED
PRODUCTIVITY 20—
25% (MCKINSEY)



INCREASED
UTILIZATION OF
RESOURCES



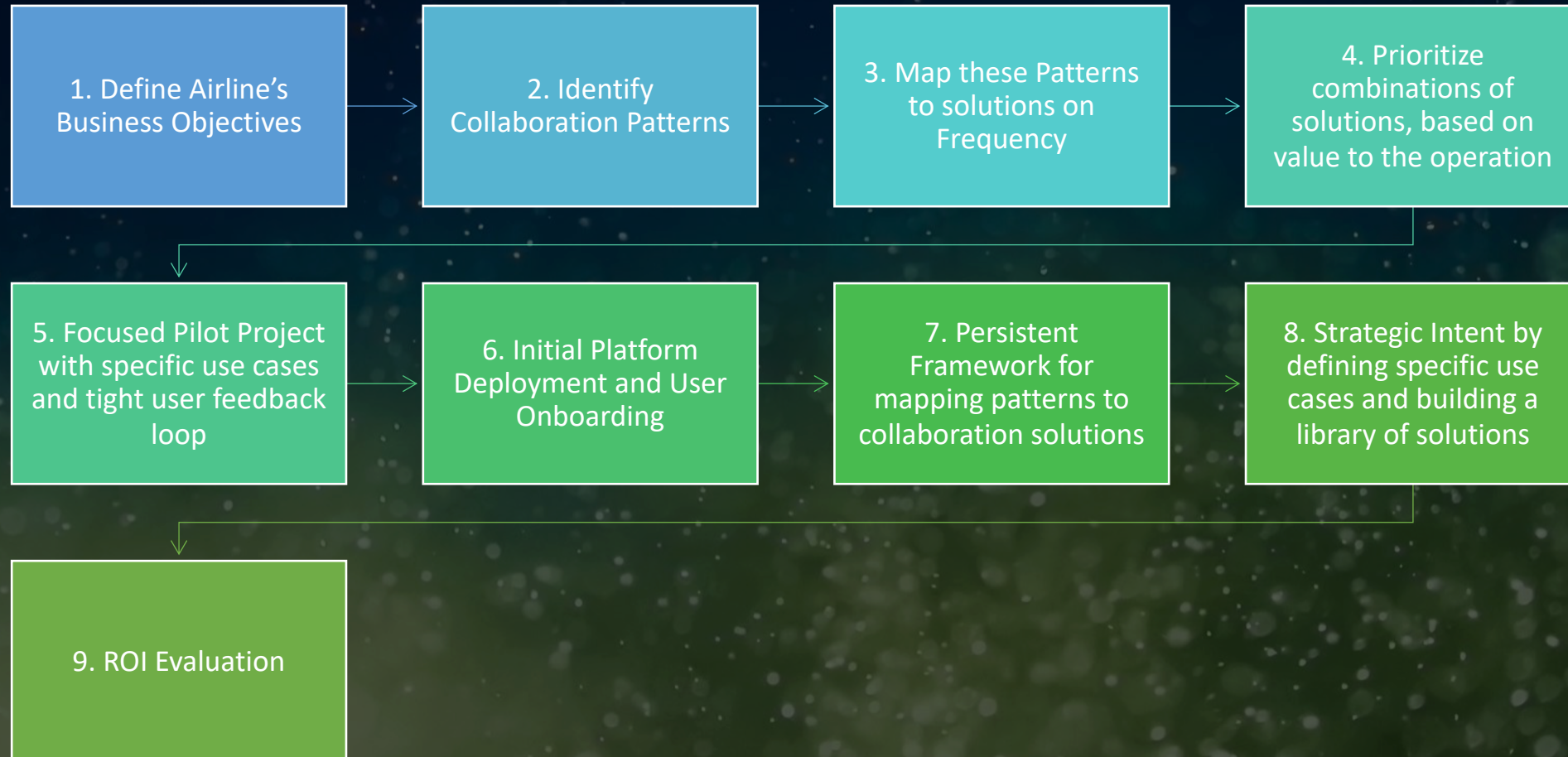
REDUCED DELAY
MINUTES



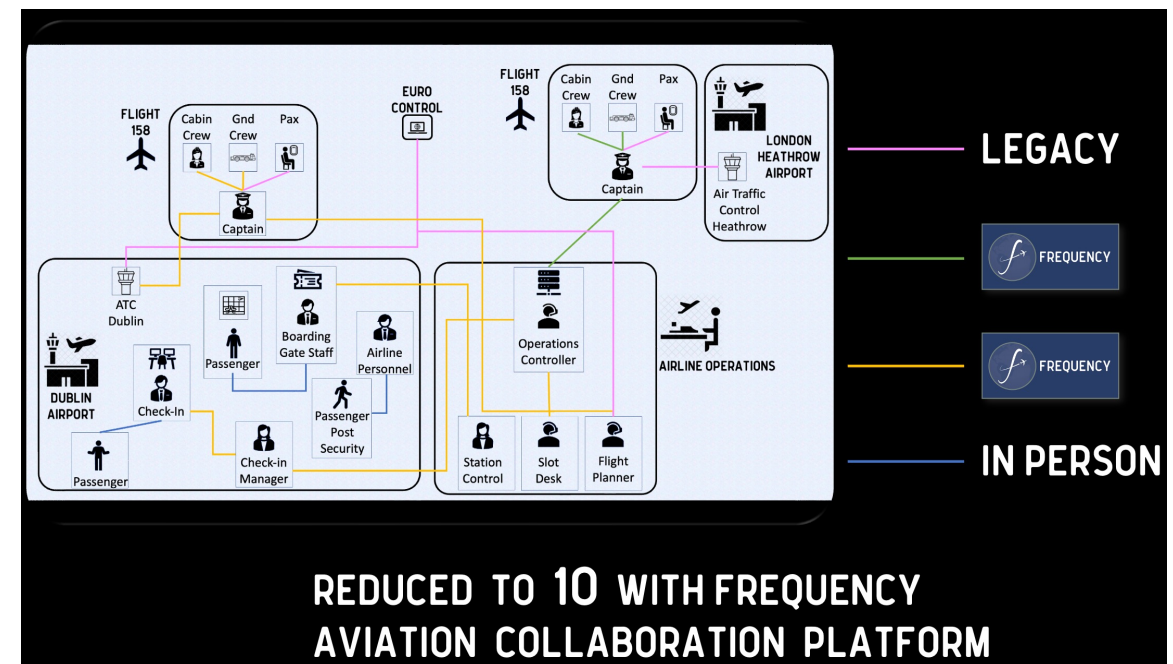
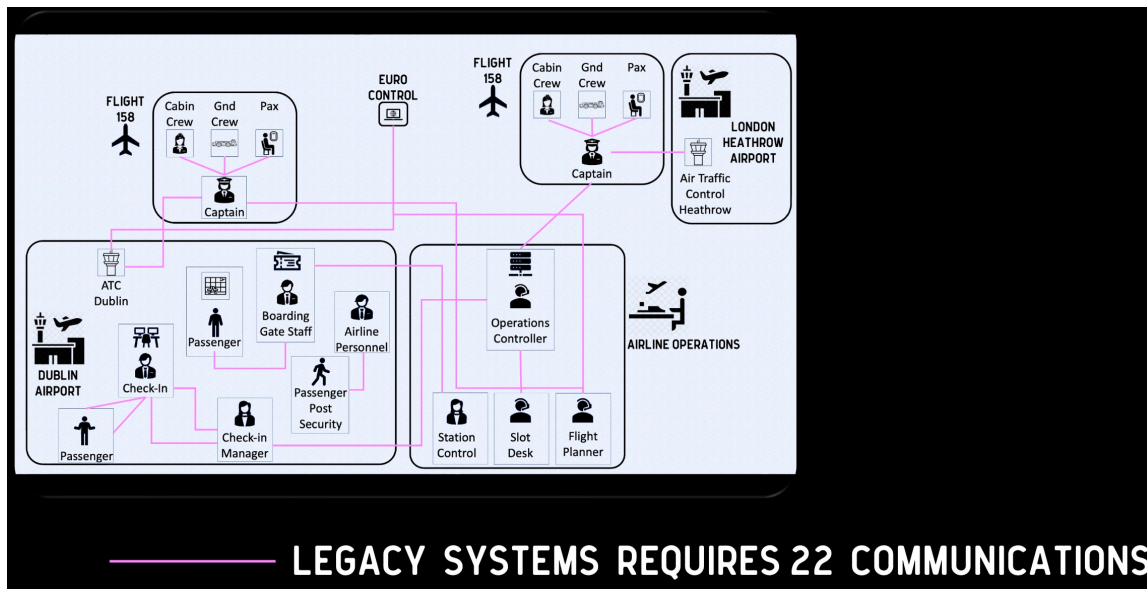
IMPROVED
PASSENGER NPS

Implementation of Communication Enabled Collaboration -
is not for the faint hearted.

We are your partner.



Example Collaboration Pattern: Updating Passengers about Flight Delays



> 50% Reduced Number of Communications and Time

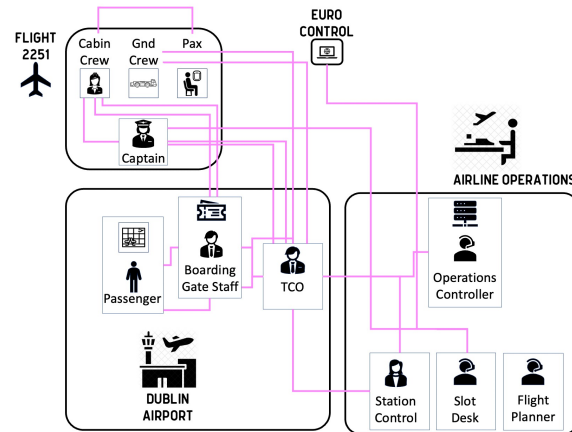
Passenger Failed to Join Collaboration Pattern

Fail to Join
Passenger Offload

Legacy Channels

15 Communications

7 mins 45 seconds

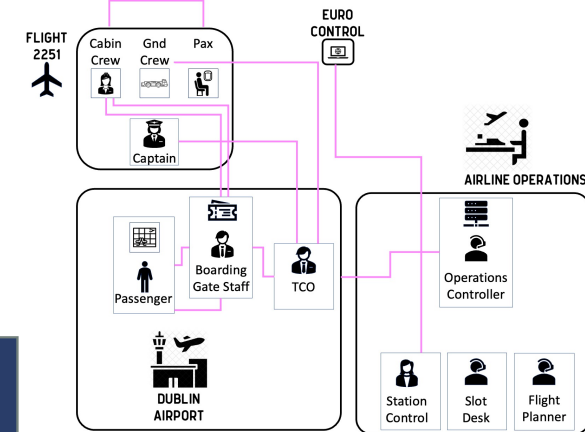


Fail to Join
Passenger Offload

Frequency

8 Communications

3 mins 53 seconds



50% Reduced Number of Communications and Time

Collaboration Solutions Library

Return to stand

Change of Stand

Overhead bins full
pre-departure

Regional managers
and multiple
airports

Failed to join - no
show passengers

A/C technical issue
pre-departure

Deferred Defect

Commencement of
boarding

Change of slot
time, gnd handling
resource
management

LMC Load sheet

Passenger handling
issues - sick, or
disruptive

Final fuel total
requesting

Collaboration Solutions Library

Change of aircraft
registration

Tech log missing
from the flight
deck

Ground equipment
malfunction

Connecting
Passengers

Crew control -
maximum flight
duty time, FDP
extensions

Minimum Time /
Quick turnaround

Catering missing

Waste and Water
Services missing

Airbridge driver
not there on arrival

Predicting aircraft
actual gate arrival
time precisely

PRM assistance

Collaboration Solutions Library

Dangerous goods

Deportees, INADs

Tarmac Delay USA

Fueling procedure with
passengers on board or
boarding

Crew change aircraft -
MCC advise of a defect

Teams simultaneously
responsible for multiple
flights. (such as the TCO,
line engineer, airbridge
driver)

Ops Controller Flight
Delay Tracker

Passenger Delay
Information Messaging

Diversions

De-icing Fleet
Management

Winter Ops

Connect with Frequency

Get started mapping your airlines
collaboration patterns

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