



Going Mobile

Fergus Boyd

(acting) Head of eBusiness,
Virgin Atlantic

(& Mobile & Social Media &
Contact Centre integration &
Digital Strategy & Innovation)

Context

- We are an airline, not a software development house
 - £2.4B turnover (2008)
 - 38 aircraft
 - 32 destinations
 - All long haul
 - 58m passengers pa
 - 9,000 staff

No shorthaul
No £19.99 to Paris!



Skeletons in my closet...



Launched the world's first mobile check-in with interactive seat maps

Born 2000, "died" 2002

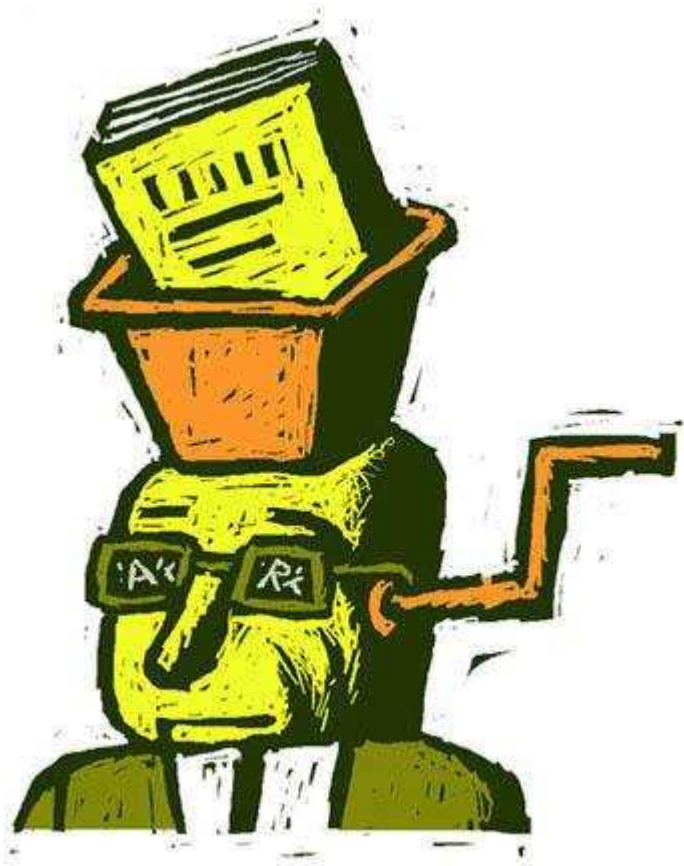


Right idea, wrong timing, wrong technology



10 years later the technology has caught up

Inputs



We were getting a lot of web accesses via mobile even without having a mobile-friendly sales site

1. iPhone
2. iTouch
3. Blackberry
4. ...
5. (iPad)

The latest full screen mobiles with good web browsers work well on our site without modification



We asked our customers for 101 uses for a mobile phone

- Communication 😊 😊 😊
- Service 😊 😊 😊
- Information 😊 😊 😊
- Entertainment/Apps 😊 😊
- Loyalty 😊 😊
- Selling 😐
- Up selling 😐



We watched the “Battle of the App Stores”

- Apple is still the winner by volume of apps and downloads
- But ... Google Android has surpassed others very quickly
- Apple uses the App Store mainly to push sales of devices
 - And to prepare for future iAd sales!

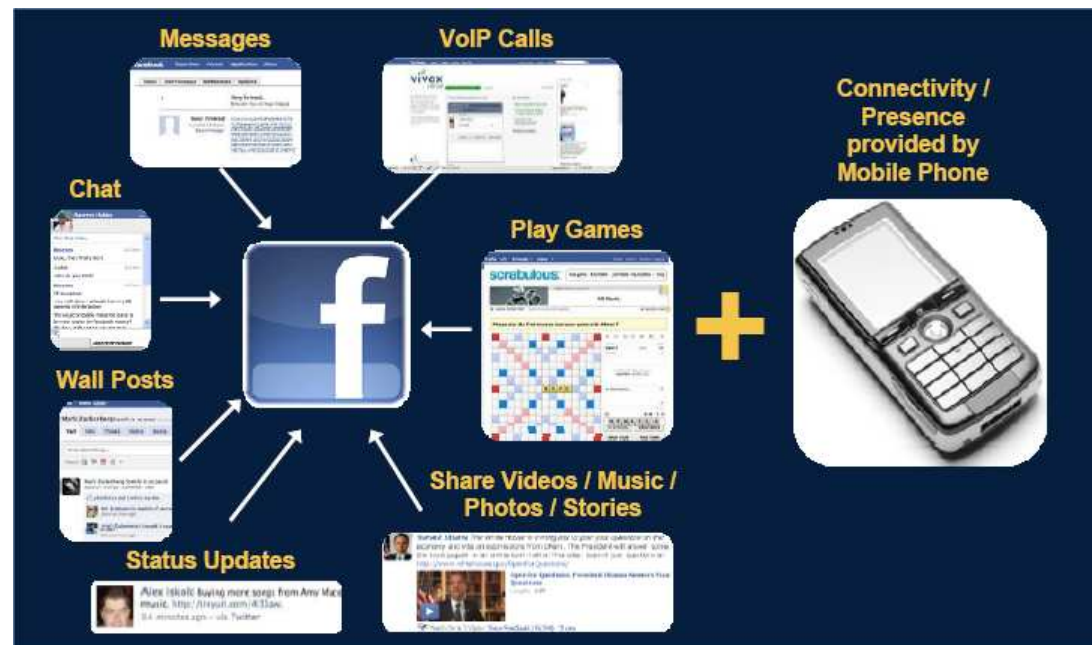
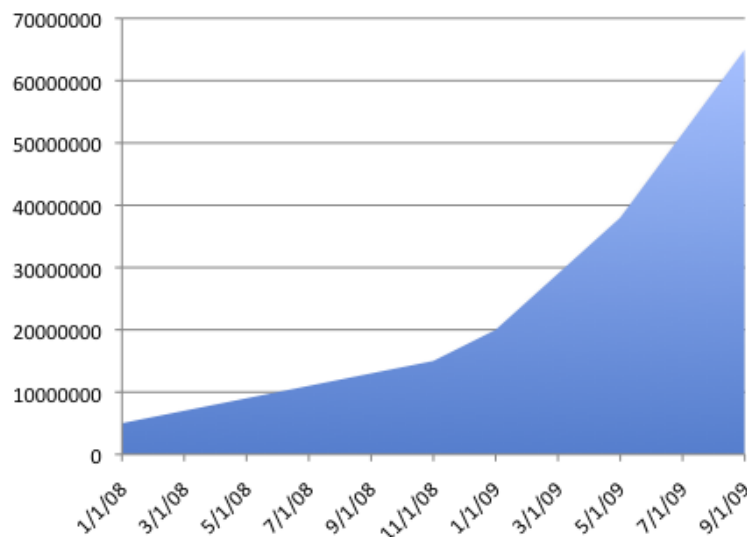
	Android Market	Apple App Store	BlackBerry App World	GetJar	PocketGear/Handango	Nokia Ovi Store	Windows Marketplace
Global actual potential device base	More than 10 million*	More than 100 million iPhones, iPod touch units and iPads	More than 20 million	More than 15 million users per month (more than 2,000 phones supported)	More than 2,000 phones supported	More than 100 million devices*	Not communicated
Downloads	1 billion to date	5 billion to date	Not communicated	More than 1 billion to date, around 60 million downloads per month	More than 200 million to date	1.7 million per day	Not communicated
Number of apps/downloadable content pieces	More than 50,000	More than 225,000	More than 7,000	More than 70,000	More than 140,000	More than 10,000	More than 1,500
Consumer payment method	Google Checkout, credit/debit card, and operator billing (T-Mobile USA)	Credit card on iTunes account, prepaid iTunes top-up cards, and PayPal	PayPal and soon BlackBerry Payment Service	Free content only; payment solution to be introduced by the end of 2010	Credit card and PayPal	Credit card, operator billing, and SIM card	Credit card, operator billing, and SIM card
Operating system (OS) supported	Android	iOS	BlackBerry Device Software v4.2 min.	Android, BlackBerry, Java, Symbian, Windows Mobile, Palm, and Flash Lite	Android, BlackBerry, Java, Windows Mobile, Palm, and Palm OS	S60, S40, Maemo, and soon Qt and MeeGo	Windows Mobile 6.0 and above
Revenue share for third parties	70%	70%	80%	Free content only	Between 60% and 80% less transaction fees	70%	70%

We see Mobile and Social Media as natural bedfellows

- Twitter was born on mobile and was transplanted onto PC web
 - Status updates are most value on the move
- Facebook is as popular on mobile as on web
 - Facebook on iPhone is top downloaded iPhone & Blackberry & Google & Nokia OVI app

Facebook Mobile Users (All Platforms)

InsideFacebook.com, 9/3/09



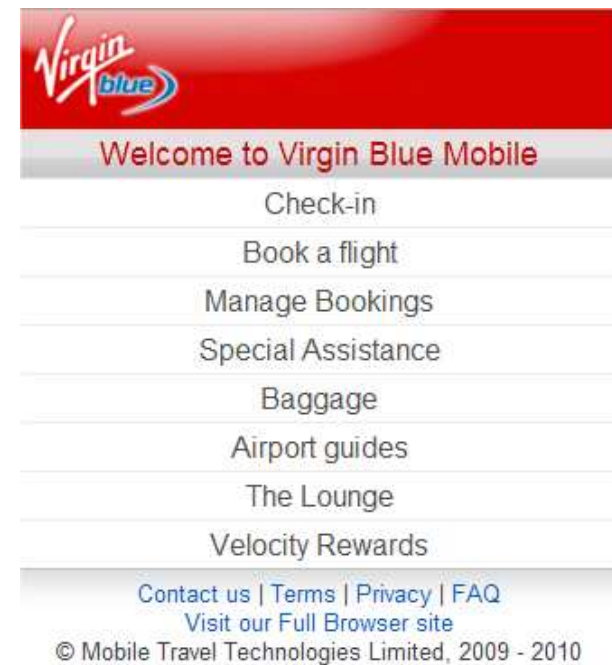
Source: www.insidefacebook.com

The “iPhone airlines”



The “Mobile Web” airlines

- Mobile Internet is seen by many to be better value than apps
- AA, BA, CO, NW, AF/KLM, QF, EY, EK, SQ, LH, Delta, UA Air, Jet Blue, Easyjet, Virgin Blue, ...



We ran an “Open Innovation” programme with our customers and NESTA, and a focus on mobile came out strongly

News & Events

- Press releases
- Events
- Video
- **Articles**



VJAM

V-Jam was a project that assembled the mix of diverse partners most likely to deliver new ideas. It brought together Virgin Atlantic (VAA), customers and independent web developers to explore how open innovation can benefit all.

As with any business, listening to its customers is paramount to VAA's success. Yet its focus on controlling the highly distinct and powerful Virgin brand has meant that the airline has traditionally resisted collaborations with end-users that go further than seeking their views. Engaging their customers in the innovation process was in itself an innovation for VAA.

Projects

- Orange Service Call + Reward
- VJAM
- Open Ventures Challenge
- TJam
- Consultancy 2.0
- P&G Corporate Open Innovation Challenge
- Collaborative Insight Platform
- Open Alchemy
- Corporate Connections
- A-Frame

"Longer term, I see V-JAM becoming a franchise and a generic term for ongoing Virgin Atlantic/customer co-innovation."

Dr Fergus Boyd, Virgin Atlantic

Report


We also developed a Flying Club and flight status Facebook app



Fergus Boyd arrived at the gate in New York JFK at 8:18pm local time, on Virgin Atlantic VS009 from London Heathrow

19 hours ago · Comment · Like


Notifications See All



Your Virgin Atlantic VS045 flight from London Heathrow to New York JFK landed at 6:07pm, and is expected to arrive at the gate at 6:17pm local time on Friday

FlyVirgin

[Home](#) [Flight Status](#) [Flying Club](#) [Settings](#)

A co-innovation with 



red
Hi Roger
Mileage 15545
Tier Points 0
Details correct as of 27 Oct 2009


Last Five Transactions
Below is a mini-statement showing the last five transactions on your Flying Club account. For older transactions or to see the full history of your account please visit [virginatlantic.com](#).

Date	Activity description
2008-05-01	Your card number has changed. A new card will be sent to you
2007-07-06	Your membership number has been changed, a new card will be sent
2007-03-30	Flying Club Test Account Mileage Credit
2007-01-11	Virgin Atlantic Authorised Mileage Credit.
2007-01-11	Cancelled: Virgin Atlantic Authorised Mileage Credit.

Welcome to the Virgin Atlantic Flying Club widget for Facebook. Above you can see a summary of the last five transactions on your Flying Club account. To access your account please use the link on the right.

FlyVirgin

[Home](#) [Flight Status](#) [Flying Club](#) [Settings](#)

A co-innovation with 

Flight Status

I'm Jetting Off.
Here's a list of the flights you've told us you're taking with Virgin Atlantic. If you want to add more, simply use the form below. Any flights more than a week old will be automatically deleted - we like to keep things tidy.
If you would like FlyVirgin to update your Facebook status with information about your flight so your friends can see your progress you will need to go to the [Settings](#) page to enable this.

Date	Departure Airport	Arrival Airport	Flight Number	Aircraft	
15 Aug 2010	London Heathrow (LHR)	Miami (MIA)	VS005		✕
23 Oct 2009	London Heathrow (LHR)	New York JFK (JFK)	VS045	G-VSHY	✕
24 Oct 2009	London Heathrow (LHR)	Mumbai (BOM)	VS350		✕
24 Oct 2009	St Lucia (UVF)	London Gatwick (LGW)	VS038		✕

Add a new flight

27 Oct 2009

Departure airport

Select departure first

Select flight

Add

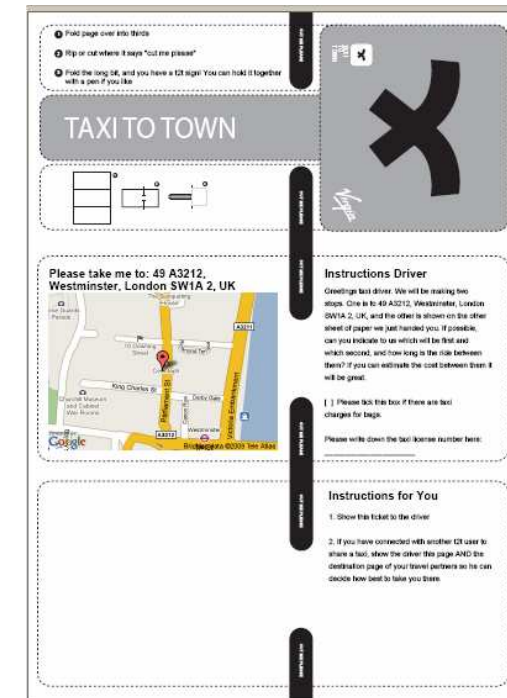
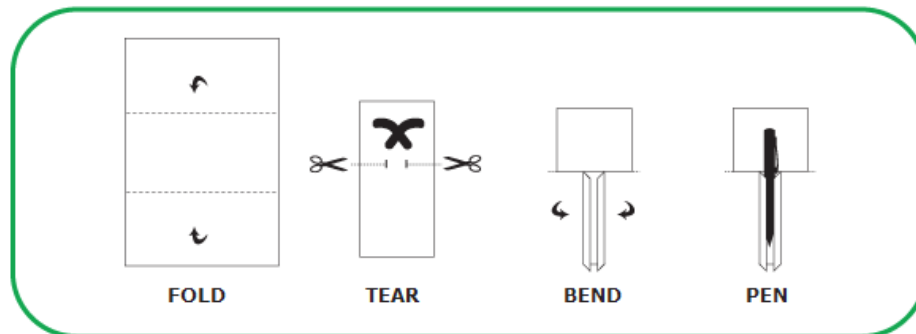


www.virgin-atlantic.com/en/gb/bookflightsandmore/innovationzone

Also a taxi share service (now available on mobile)



FOLDING YOUR taxi² CLEVER TICKET



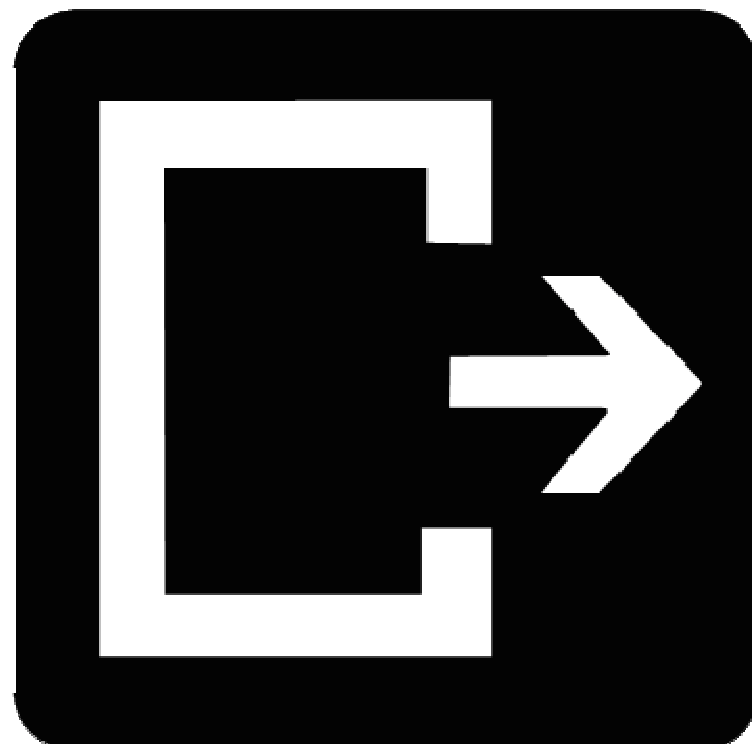
DISPLAY YOUR TICKET TO LINK UP WITH OTHERS



www.taxi.to and www.taxi.to/mwc/

www.virgin-atlantic.com/en/gb/bookflightsandmore/innovationzone

Outputs



My Strategic Victoria Sponge of Mobile



Tactical SMS Flight Alerts

(award winning!)



Flight Alert System

CreateViewApproveReports

Type

Delay or Disruption

Flight

VS0001 (LHR-EWR)

-

Date

02 February 2009

to

Search

Out of

There are 3 (38%)

Ref xxxxxx. Your flight VS0024 28MAR has had a schedule change. Your flight will now be departing Los Angeles 25mins earlier at 2155 and arriving into Heathrow 1620 the next day. We apologise for any inconvenience caused.

By default, this system will send a message to tick from the Send box next to the passenger's or [Select All](#) passengers.

move the [Unselect All](#)

Send	PNR	Transfers	Passenger Name(s)	Cabin (Class/Status)	Mobile Number	Email Address
<input checked="" type="checkbox"/>	PNR001		AMERICAN			
<input checked="" type="checkbox"/>	ABVST		WHITE, R			
<input checked="" type="checkbox"/>	ABVST		HOLDING			

Enter message:

Insert:

Flight Number

02

February

2009

Send Date/Time (in the UK):

Send via:

☒ SMS

Due to the closure of UK airspace as a result of Volcanic activity in Iceland our VS075 Manchester to Orlando service has been cancelled. Please contact your Tour Operator or the Virgin Atlantic Contact Centre

(290 characters max) 290 remaining, 1 text message

Enter email message (optional):

Flight Number

Departure Date

Departure Time

message



Our first app: Flying Without Fear

Launched Nov 2009

Good press coverage

Virgin Atlantic's highly acclaimed Flying Without Fear course - with a 98% success rate - now for the iPhone/iPod touch.

[Learn more](#)

[\\$4.99 Buy on App Store](#)

£2.99

What we do:

Mental Workout develops mobile applications focused on improving lives by helping people resolve issues and increase mental performance.

Featured on:



THE JAY LENO SHOW

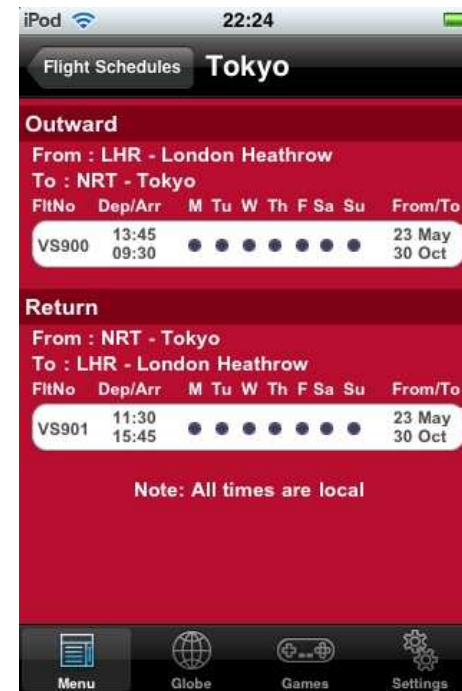
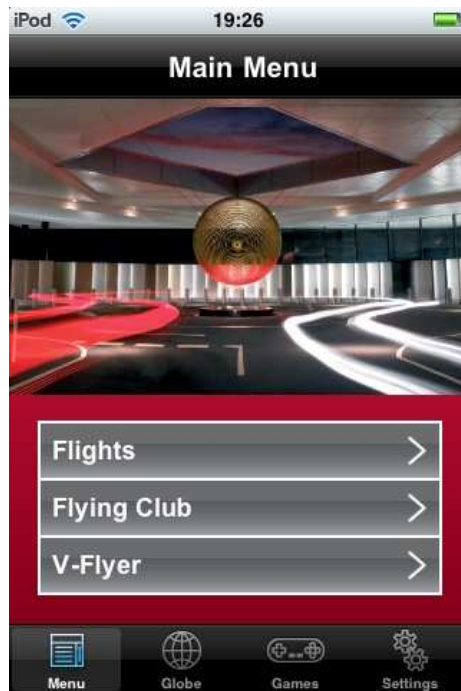
We liked it so much we launched another one:
Virgin Atlantic Jet Lag app



£1.19, \$1.99

Includes links to Facebook & Twitter

All airline customers are welcome to use it!



And our first
operational
app:
“Flight
Tracker”

Functional &
fun
& free



We set a
download target
for the first
quarter and hit
it in the first 2
weeks...

The Flight Tracker app had top billing on the app store for 2 weeks

Still in top 25 free travel apps

Still excellent customer feedback



- Love this app.!
- Well done everyone involved. Very Virgin!!!
- Excellent app ! I have given you a 5 star rating. It's well deserved
- I love the rotating globe It's a great app for version 1.0 and I'm sure it'll evolve Excellent app
- Great application really cool things to do. Brilliant app guys. Well done
- The BEST app created for an airline!!! Really cool, interactive, easy to use and with plenty of useful info
- Amazing app. Had fun tracking my sisters flight to Orlando thank you ;)

3. Virgin Atlantic – Free

A great free app here from Mr Branson and the Virgin team. The app allows you to track and monitor the progress of their entire fleet in the sky in real time. A great UI allows you to see which plane is where in the world and track its progress as it heads towards its destination. You can input a specific flight and track its flight path and also receive an alert when the plane lands safe and sound. A great app if you have friends and family flying with virgin, but is also handy if you want to see where any virgin plane is in the world just for your reference. 4/5



Virgin Atlantic Flight iPhone App

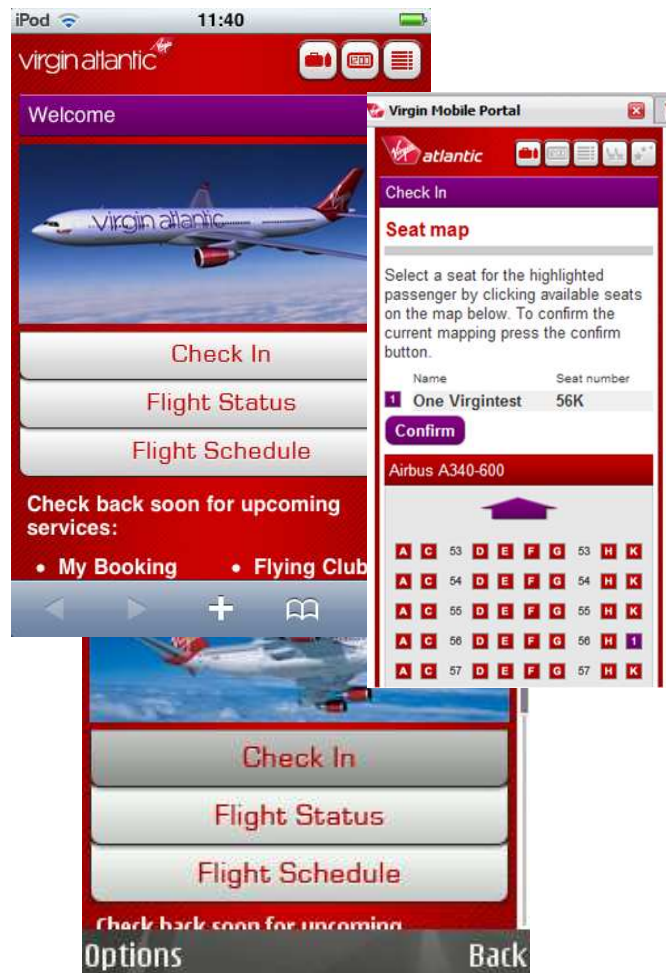
TOP 5 IPHONE APPS OF THE WEEK

Friday, September 17th, 2010 at 9:34 am

We have been painting the app store red !



We recently launched a Mobile Website




“1.1 Billion Smartphones By 2013”

Mobile Web is functional, global, works on all smartphones, leverages the best of web sites and is where a brand's focus should be

Where next?

- More services on Mobile Web
- More mobile & social integration
- Regular Flight Tracker app updates
- Watching brief on Android, Ovi
- Mobile boarding passes?
 - NFC?
- Mobile booking?
- Mobile up-sell?






[Home](#) > [Book Flights](#) > [Innovation Zone](#)

You are in the United Kingdom site [GO](#)

Special Offers
Book Flights
 Flight Connector
 Innovation Zone
 VJAM
 Virgin Family
 Best of Travel
 Inspire me
 Carbon Offsetting
 Group Travel Information
 Conditions of carriage
 At the Airport
 Book Hotel
 Book Car
 Book Your Holiday
 Airport Parking & Transfers
 Flight Times
 Manage Your Flights
 What's Onboard
 Our Destinations
 Flying Club
 Credit Card

WELCOME TO OUR INNOVATION ZONE



Have a look at some new applications from Virgin Atlantic and our associates.

Also see which travel-related products and services our own staff have voted as their favourites.

VJAM	VIRGIN FAMILY	BEST OF TRAVEL
VJAM is all about co-innovation with Virgin Atlantic's customers. Find out more about VJAM	These are services which are provided by Virgin Atlantic or other parts of the extended Virgin family. Find out more about Virgin Family	A mix of sites and mobile applications picked by our own staff. Have a look at our best of travel sites


YOUR SHORTCUTS

 [Book Flights](#)
 [My Booking](#)


 [Book Hotels](#)
 [Book Cars](#)

BEST OF TRAVEL


These are a mix of sites and mobile applications that have been picked by our own staff as their favourites. The list will change as staff vote on their favourites and discover new ones.




Topsee
 From Lastminute.com shows you the top things to eat, drink, see, do or buy in central London near your current location.
 Download the iPhone app from: www.lastminute.com/site/labs/topsee.html




Tube Exits
 Which exit to pick from that tube station? This great little tool was set up by an ex-Virgin employee and will save you time using the tube in London.
www.tubeexits.com
<http://mbarclay.net/>




Lonely Planet
 Comprehensive city guides which give you interactive and fully searchable access to Lonely Planet's travel content. Now includes over 20 iPhone city guides.
 Web: <http://www.lonelyplanet.com>
 Mobile Internet: m.lonelyplanet.com
 iPhone/iPod Touch (£0.59)



AroundMe
 This service allows you to quickly find out information about your surroundings
 iPhone/iPod Touch (free)



TripIt
 Organise and share your travel plans and build itineraries



Tube Delux
 For visitors to London this is brilliant

For more on our customer co-innovation programme and our own apps and other useful travel-related services see:

<http://www.virgin-atlantic.com/en/gb/bookflightsandmore/innovationzone/index.jsp>



Any questions?

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