



Refresher course on the BarPlus retail management system for British Airways

Mastering retail management in minutes

British Airways is the UK's largest international scheduled airline, flying to over 550 destinations across 160 countries. It carries more than 34 million passengers each year on around 400,000 flights. Whether in the air or on the ground, British Airways takes pride in providing the finest service to its customers.

THE NEED FOR E-LEARNING

British Airways In-flight witnessed a mini-revolution this year when BarPlus II—a new retail management system—was introduced on British Airways flights, first in the UK, and then worldwide. It replaced the existing system, which was bulky and relied on typing input. BarPlus II was sleeker and menu-driven with features like barcode scanners, a graphical user interface (as opposed to the prevalent DOS-based interface), and a touch screen. British Airways approached Tata Interactive Systems with the requirement to design a refresher course that could enable its cabin crew to use the new system effectively.

HOW OUR SOLUTION HELPED

Tata Interactive systems developed a training program that was designed to deliver a highly interactive experience to the delegates in the short time that was available. Our solution was based on the following considerations:

- Cabin Crew were outgoing people who possessed knowledge on a wide variety of subjects, and were computer-savvy.
- They were quite comfortable using the existing system so the resistance to change had to be dealt with.



The training solution successfully overcame the challenge of time constraint and delivered the required input with crisply arranged information.

- A regular ‘training’ approach was likely to put the learners off.
- A short program was needed to grab and sustain learners’ attention.

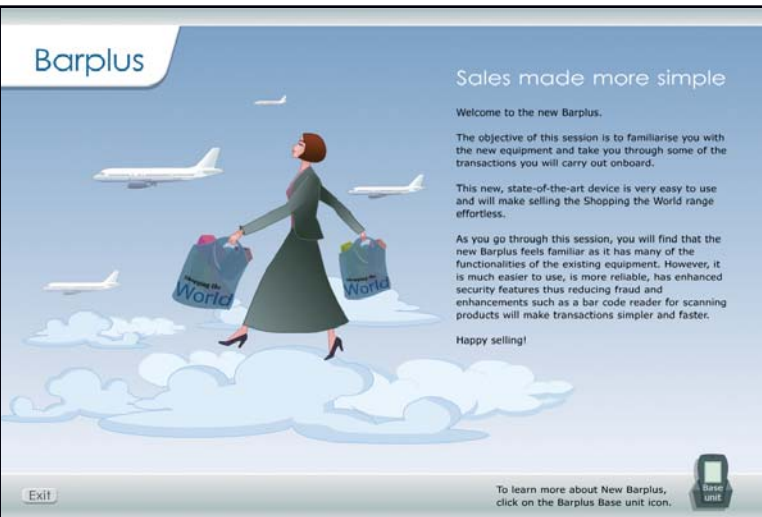
Considering the limitation of time—a maximum of twenty minutes—and crew’s existing knowledge of processes, it was decided to use a guided ‘try’ approach to familiarize them with the new BarPlus II system. The learners chose from five highlighted passengers in an in-flight scene, which served as the menu. Information about the product(s) each customer wanted to buy and the preferred mode of transaction (credit card, cash, TC, or combination) was made available to the learners as they progressed in the transaction. The transactions were carried out in a conversational style with information unfolding with the progress of the transaction. The transactions were forced from customer one to customer two and so on, and the level of complexity increased as the delegates moved from transaction one to five. The hardware training section, the ‘Choose Another Transaction’ button, and the Exit button were always available on the transaction screens. These buttons allowed the delegates the flexibility of visiting any content area at any time, and easily returning to the point where they left off. This, however, was constrained downwards as they could not go to a higher level of complexity. Help screen with a list of important BarPlus icons and their names could be accessed anytime within the software section. Customized feedback was given for incorrect tries. No feedback was provided for correct steps.

TECHNOLOGY USED

The program was developed using XML and Flash 6.0.

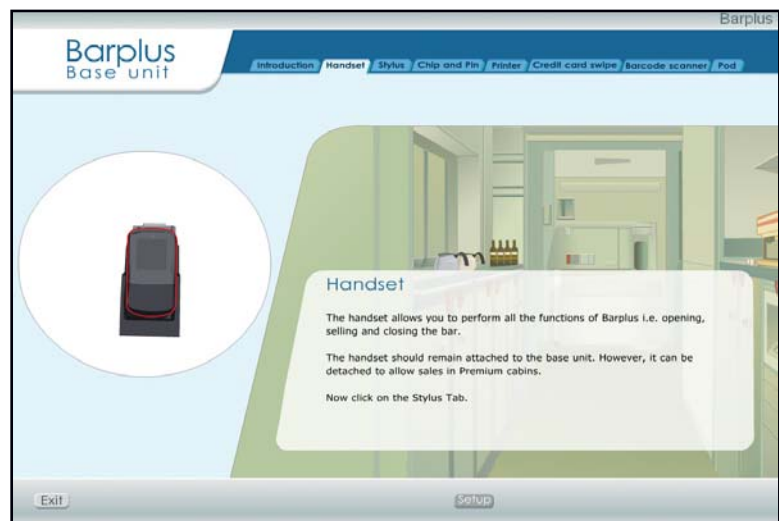
SOME SAMPLE SCREENSHOTS

These screenshots offer a brief glimpse of the refresher course on the BarPlus II retail management system for British Airways. To experience our products at work, view the demos by registering online at www.tatainteractive.com.



Inner screen where the use of different components of the system is taught.

Opening screen for the BarPlus course.



Screen teaching the steps required to set up the system.

