

CASE STUDY

AirAsia Unifies Multiple Offices and Employees with Modern Video Meetings

AirAsia has grown from a domestic Malaysian airline into Asia's leading low-cost airline, serving more than 140 destinations across Asia Pacific. Together with its affiliates in Thailand, Indonesia, the Philippines, India and Japan, AirAsia is the largest low-cost carrier in Asia by passengers carried. In 2018, AirAsia had over 20,000 employees and flew over 500 million passengers.

AirAsia sees themselves not so much as an airline operator, but a people company that happens to be in the airline business. This understanding of people, and what it means to innovate, extends to internal teams such as ICT. Led by the Network Division in Innovation, Commercial, and Technology Department, AirAsia uses the BlueJeans meetings platform to address the video, audio, and web conferencing needs of co-workers and staff. BlueJeans allows the IT team to deliver company-wide satisfaction, better efficiency, and superior levels of teamwork and collaboration.

Implementing Modern Video Conferencing for Town Halls

With AirAsia's rapid expansion into dozens of locations throughout Asia, including over 2,000 employees at their Malaysia headquarters, the ICT team identified a growing need for collaborative, all-in-one meetings that could scale. Any new meetings solution would also need to support simple, face-to-face communication between employees, as well as external participants, across various devices and hardware endpoints.

Prior to participating in a BlueJeans demonstration, AirAsia used Cisco endpoints and Jabber for conducting video and audio conferencing, but the results varied. The software was slow, couldn't meet demand,



Industry: Transportation

Challenge: Finding a fast, easy-to-use solution requiring minimal IT support to connect a rapidly growing number of employees and offices.

Solution: Implemented BlueJeans to simplify the user's experience and support multiple meeting scenarios with a consistent, plug-and-play user experience across devices, rooms, and desktops.

Results: High quality, company-wide town hall meetings occur across multiple offices and locations.

Rooms are optimized with click-to-join meetings that work across multi-vendor systems.

Meetings using WebRTC let anyone easily join a video call over any browser.

BlueJeans makes every meeting easy. All people have to do is open an email and click on the link provided. Then, they're taken right into the meeting.

– TEAM MEMBER, NETWORK DIVISION, INNOVATION, COMMERCIAL, AND TECHNOLOGY

and was not compatible with certain devices. “BlueJeans is fast and works with all platforms — Windows, Android, and iOS.” says one Network Team member. The BlueJeans evaluation also introduced the Network Team to BlueJeans Events, used for facilitating virtual town hall meetings, since AirAsia executives value company-wide meetings that include remote participants from every office. Delivering additional value, the BlueJeans app allows participants in offices without video conferencing equipment to easily connect to the town hall.

Supporting Employee Communication with One-Touch Video Calling

Because meetings happen every day, teams rely on BlueJeans for video calls, whether they are located in Malaysia or in other countries. Top executives also use BlueJeans for impromptu calls with peers and their teams. When People (HR) team members need to conduct candidate interviews, they also turn to BlueJeans. The platform makes meeting face-to-face with high quality audio and video easy even for candidates using only a mobile device. BlueJeans also features WebRTC, which means there's nothing to download, just one click meetings from any browser.

In select meetings rooms, the Network team implemented BlueJeans' one touch join capability. By introducing one-touch simplicity, joining a room meeting becomes instant and seamless for everyone. In meeting rooms with inadequate A/V equipment, BlueJeans consistently overcame prior connectivity or quality issues. When these rooms are joined in the same meeting, BlueJeans also supports simultaneous content sharing to various in-room monitors. “BlueJeans is just an all-around very useful tool,” adds a member of the Network Team.

Providing Online Meetings for Anyone, Anywhere

It didn't take long for employees to get used to BlueJeans. Once the Network Team announced BlueJeans as AirAsia's new meetings solution, employees were immediately receptive. “BlueJeans makes every meeting easy. All people have to do is open an email and click on the link provided. Then, they're taken right into the meeting,” the team notes. Command Center, the BlueJeans analytics and usage dashboard, provides insight so the team can remotely support meetings and explore discrepancies, should they arise. “Our Japan office had a very high number of meeting minutes. We didn't think those totals were possible, but when we looked closer, they actually were using BlueJeans that much,” says one member of the team.

Thanks to its ease of use and reliable quality of service, BlueJeans has quickly become the preferred meetings solution for instantly and reliably connecting employees and office locations. It's also used with external parties for easy-to-join meetings. "The BlueJeans roadmap was very clear. Given what we needed, it just makes sense to grow with it," they added.

BlueJeans innovative, interoperable approach to modern meetings allow companies like AirAsia to simplify their communications ecosystem for the benefit of users everywhere. When it comes to bridging traditional endpoints and working across smart devices for maximum productivity, BlueJeans delivers high quality video, audio and web conferencing in a meetings platform built for the modern enterprise.

ABOUT AIRASIA

AirAsia, the world's leading low-cost carrier, services an extensive network of over 140 destinations across Asia Pacific. Since starting operations in 2001, AirAsia has carried more than 500 million guests and grown its fleet from just two aircraft to over 200. The airline is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand and the Philippines as well as India and Japan, servicing a network stretching across Asia, Australia, the Middle East and the US. AirAsia has been named the World's Best Low-Cost Airline at the annual Skytrax World Airline Awards 10 times in a row from 2009 to 2018. AirAsia was also awarded World's Leading Low-Cost Airline for the sixth consecutive year at the 2018 World Travel Awards, where it also won the World's Leading Low-Cost Airline Cabin Crew award for a second straight year.

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