



**After carrying out an extensive and rigorous selection process over several months, British Airways named Tata Interactive Systems as one of only three 'preferred suppliers' of custom-built e-learning materials for the company's 50,000 staff.**

## Helping training programs take off

British Airways (BA) 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.

As part of a major reorganization effort, BA merged its ten separate training departments into one. Bringing the separate training departments together—and, as a consequence, their budgets—made it easier to carry out large-scale infrastructure projects. Most notably, it allowed a unified approach to the rollout of learning materials, typically required in order for BA to comply with legal requirements; help it operate efficiently, effectively and profitably; achieve its goals as set out in its business plan, and achieve its internal standards.



### KEY BUSINESS ISSUES

As with other leading international airlines, the major issues faced by BA were:

- With a global workforce who worked variable hours, were often on the move and differed greatly in culture and ways of working, providing consistent and successful training was a continuous challenge—which made e-learning a highly practical and cost-effective way of delivering the knowledge and skills needed to keep BA as one of the world's top airlines.
- 'Offline' meant taking people away from their jobs to a classroom-based course. That involved not only the cost of taking that person away from their job but also the cost of getting someone to replace them—and paying that person overtime to do so. Moreover, taking people away from their jobs caused disruption to the smooth running of the business.

As Tata Interactive Systems was based 'offshore', BA was initially concerned about whether their exact requirements would be met. These fears, however, were soon allayed.

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**“From our experience of Tata Interactive Systems, it has extremely efficient systems and processes that enable it to meet our requirements—and do it within demanding timescales. Moreover, Tata Interactive Systems is driven by quality in every aspect of its business—which not only enables it to be highly competitive in terms of costs but also enables it to produce highly effective programs in terms of learning outcomes.”**

**Elaine Wilson  
E-learning Manager  
British Airways**

### WHY TATA INTERACTIVE SYSTEMS

BA was particularly impressed by Tata Interactive Systems' commitment to quality—as demonstrated by a number of internationally recognized quality marks and 'Six Sigma' quality improvement techniques. Apart from holding ISO 9001 certification, Tata Interactive Systems is the first company providing custom-built e-learning solutions to be assessed at Level 5 in both SEI CMM and SEI P-CMM.

Other key factors in BA choosing Tata Interactive Systems as one of its preferred suppliers were the ability to produce high quality e-learning materials to demanding deadlines and tight budgets, as well as the commitment to catering for the needs of customers.

**"Key decision factors were Tata Interactive Systems' responsiveness to our particular challenges and customer feedback, which gave us confidence in their ability to deliver cost-effective, quality products."**

### HOW OUR SOLUTIONS HELPED

There were four business critical capabilities that BA had identified—commercial and business awareness; project and program management; performance management and coaching, and industrial relations. All its e-learning materials were geared to address these key areas.

Tata Interactive Systems produced several e-learning programs for BA including:

- Regulatory Compliance Training courses on health & safety, handling of dangerous goods, de-icing of aircraft, and fire hazards
- Enterprise Applications Training on BA's Oracle iLearning LMS
- Accounting and authorization of baggage on hold
- Assessments to help promote BA's tie-up with the Avis car rental agency
- An introductory course on Managing For Performance

In addition, BA taps Tata Interactive Systems' technical expertise to develop ways to deliver e-learning content more efficiently.



**"Rather than being merely a supplier, Tata Interactive Systems has become one of our partners—offering us advice and guidance in several areas related to e-learning and its delivery."**

**SOME SAMPLE SCREENSHOTS**

The screenshots offer a brief glimpse of the training programs created for British Airways. To experience our products at work, you may view our demos by registering online at [www.tatainteractive.com](http://www.tatainteractive.com).

**Tutorial to help BA in its transition from Skill Vantage Manager to the Oracle iLearning LMS.**



**Regulatory training on the essentials of health and safety. It was driven by BA's commitment to ensure that all its activities worldwide were conducted in accordance with the industry's best practices.**



**WBT on handling dangerous goods. It provided information about the nine classes specified by IATA Dangerous Goods Regulations: Explosives, Gases, Flammable Liquids, Flammable Solids, Oxidizing Materials & Organic Peroxides, Toxic & Infectious Substances, Radioactive Material, Corrosive Material, and Miscellaneous Dangerous Goods.**





**WBT designed as a curtain-raiser to the Managing for Performance (MFP) Soft Skills Training program at BA. It provided an introduction to BA staff on the four sections of MFP: e-learning, self study, and two workshops.**

**A course on Supervising Aircraft Loading. It had seven modules: Load & Balance Manual, Theory of Flight, Load Control, Loading Instructions & Report Form, Load Spreading, Unit Load Devices, and Restraint.**



**WBT on de-icing and anti-icing of aircraft. It dealt with issues like Ground Icing, Effects of Frozen Contamination, De-icing and Anti-icing, Checks & Inspections, and Techniques followed by Validation.**

