

Airliner looks to innovate with IT

An IT innovation scheme is to be introduced by a British airline, which it hopes will personalise customer services.

Silverjet says that it believes radio frequency identification (RFID) will help it become more distinguished from rivals in the marketplace.

Other applications such as mobile devices and call centres will help the firm boost its position among competitors, it says.

The business-class airline wants to lure passengers away from more traditional firms.

The IT director at Silverjet said that technology plays a vital role in the emerging modern marketplace and that an innovative approach was imperative.

“As a business, we are taking a fresh approach and want to challenge everything about how traditional airlines operate – this includes delivery of IT,” he commented.

He added that the firm can use mobile devices to check people in during a short space of time.

Silverjet says that it currently flies from London to new York but wants to add further destinations in the future.



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