



## Top two airlines find communication is key to flying as one



### Customer Profile:

Two top U.S. airlines, with thousands of employees and various locations around the world, decided to merge operations.

### Problem:

Keeping thousands of employees abreast of on-going developments during the merger was both time-consuming and hectic, leading to employee unrest and lack of focus.

### Solution:

Using Intelligent Notification to provide rapid and efficient delivery of the latest important information as the merger progressed, answered questions and eased fears.

### Benefit:

Efficient, reliable communication helped staff understand their roles in the merger and ultimately helped in a smooth and successful joining of the two airlines.

Regular, relevant communication is important for the success of any company, but when two of the top U.S. airlines decided to merge, it became crucial.

### Questions must be answered

When a company announces that it is merging with another, both companies must be prepared for turmoil. Employees at every level are faced with confusing loyalties, job uncertainty and shifting responsibilities; even the most effective teams can suffer great stress. Questions come up at just about every level and uncertainty can turn a normally smooth-running operation towards chaos overnight.

### The Problem: How to assure business continuity through a merger

Keeping thousands of employees abreast of on-going developments during the merger of two top U.S. airlines was both time-consuming and hectic. Loyalties were torn, the natural human resistance to change was evident and, in no time, business was disrupted and the door was open to wily competition. Executives knew they had to quickly find a communications system to help keep staff members informed and comfortable during this massive transition, and get them back to focusing on the important work that needed to be done in order to successfully complete the merger.

### The Solution: Intelligent Notification

Executives for the merging airline companies turned to Intelligent Notification to provide rapid and efficient delivery of the latest information as the merger progressed. This way the executive teams of the two airlines were able to keep thousands of employees at all locations up to date about merger details, transition timelines and departmental changes via recorded notifications that were released as soon as decisions were made. Easy internal notifications via Intelligent Notification reassured staff and minimized disruption to daily business operations, making for a smooth transition for both airlines.

Intelligent Notification allowed the executive team for each airline to choose who got which messages, ensuring that every level of employee received the information that was most relevant to their position. This made it easy for the team to coordinate evolving corporate messaging to thousands of dispersed employees instantly, via mobile and landline phones, fax, SMS, pager, and email, while providing receipt confirmation and easy reporting to track responses.



*Effectiveness at integration and building the future is not merely a mechanical process of good change management—it is a human process of concern for people and respect for their feelings and situations.*

—The Conference Board Review, Sept. 2009

### With Intelligent Notification, the two airlines were able to:

- **Quickly launch mass notifications** – Executives were able launch a communication by simply logging onto the Web interface, sending an email or making a phone call using existing message templates or easily creating new ones in seconds.
- **Initiate instant conference calls** – Intelligent Notification made it easy for managers to join a conference call by simply pressing a key on their phones to share information, make urgent decisions and coordinate efforts.
- **Track and report all alerts** – The closed-loop communication with detailed reporting of who received alerts, when, and with what responses was especially helpful in the sensitive but critical time of merging two large companies.

### The bottom line

Employees at every level of the organization were provided with clear communication throughout the merger process. Having questions answered as they arose, feeling like they were being listened to, and understanding that each of them were a critical piece of the merger success helped staff focus on their work with a positive, forward-looking attitude.

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