

# Epic in Travel

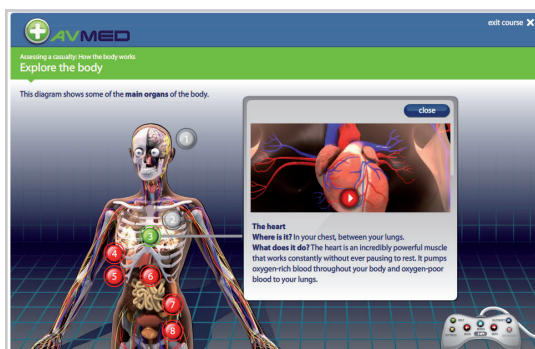
British Airways | Thomson | easyJet | Virgin Atlantic Airways

We have considerable expertise in travel, as an e-learning supplier to British Airways, Virgin, First Choice, TUI and easyJet. We understand the travel sector, its culture and the importance of providing engaging, targeted training.

## British Airways 'Aviation Medicine'

multiple  
award  
winner

British Airways asked Epic to review their aviation medicine face-to-face induction. A shortened classroom course is now enhanced by e-learning modules completed before staff join the airline.



The e-learning uses a rich mix of games-based exercises, quizzes, 3D graphics, video and scenarios to engage users. With 35,000 reported medical incidents every year, it was vital that AvMed enhanced BA's ability to deliver outstanding medical care.

The programme has delivered a measurable improvement in crews' ability to manage medical incidents and has made considerable cost savings. The blend is being rolled out to 12,000 new recruits over the next 3 years.



**2010 Brandon Hall Award Winner:** 'Best Custom Content'

**2010 E-learning Age Award Winner:** 'Excellence in the production of learning content.'



## Virgin Atlantic Airways 'Orientation'

award  
winner

*"The success of this programme was critical to the overall e-learning strategy in the organisation and all involved are to be congratulated."*

Chair of Judges.



A game depicting Richard Branson's first ever commercial flight demonstrates the economics of running an airline in this award-winning orientation.

Completed before the individual starts at Virgin, the programme introduces company values, brand and culture. It's highly engaging and visually appealing, with interactive interviews, vox pops, animated timelines and a virtual flight around Virgin's many routes.

The e-learning has reduced Virgin's costs and reinforces the brand values that make individuals choose Virgin as their employer.

**E-Learning Age Award winner:** 'Excellence in the production of learning content'



## easyJet 'Buckle Up!'

Buckle up! is a ground-breaking blended programme for easyJet's cabin crew. Previously, recruits had to pass an intensive 4-week induction at the easyJet Academy in order to obtain their qualification. But travel/accommodation costs made this increasingly unsuitable for easyJet's rapid expansion plans.



Strict regulatory requirements mean some elements must be delivered 'live' – safety procedures, use of equipment, etc. But by converting knowledge-based content to e-learning and restructuring the programme, easyJet now delivers a shorter, focused induction at reduced cost.

New joiners complete the e-learning and must pass a stringent online assessment before attending the easyJet Academy.

For more information on our work in this area, call +44 (0) 1273 728686 or email [contactenq@epic.co.uk](mailto:contactenq@epic.co.uk)



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## Thomson Airways 'Cabin Crew Briefing Induction'

Mergers and takeovers are fairly standard within the travel industry. The challenge is to provide a smooth transition for new staff and maintain high levels of customer service. Thomson Airways faced this very issue when they merged with First Choice.



The First Choice cabin crew needed quick induction into the Thomson Airways cabin crew briefing system. Delivering e-learning on a DVD given to all new crew members proved the perfect solution. With cabin crew working a variety of shift patterns and rotas, face-to-face sessions were a logistical nightmare.

The DVD gives staff the flexibility to access important information as and when they choose. This flexible model certainly worked, with 75% of crew fully up to speed within 3 months of the takeover.