

# CUSTOMER PROFILE



## AIR CANADA: globe TV

Air Canada constantly strives to improve the quality and consistency of its customer service, and keeping mobile employees scattered around the world at 36,000 feet informed with up-to-date information can be a challenge. Air Canada tackled this issue with the development of its globe TV digital signage network channel, which was recognized by the International Travel Catering Association with a 2008 Mercury Award in the Systems and Processing Category.

“With **globe TV**, our goal was to develop a modern and innovative way to communicate valuable information in real time with our cabin crew — whether it be re-iterating safety regulations, changes to aircraft procedures, or scheduling,” says Bill Powell, Air Canada’s manager, communication planning & delivery for the airline’s Customer Service divisions. “At the same time, we needed a solution that didn’t create a lot of additional work and enabled us to repurpose the wide variety of communications materials we already produce, such as company newsletters, internal e-mail updates, and a vast video library.”

**globe TV** uses X20’s Xpresenter™ digital signage platform to develop and air content on digital display screens located in the airline’s In-Flight Service Crew Centres (Vancouver, Calgary, Toronto and Montreal), and In-Flight Service Training Centres (Vancouver, Toronto and Montreal). By using a simple **Web Control** screen, Air Canada’s staff can quickly and easily update the network with promotional videos, airline news, and information regarding products, policies, and procedures. The airline can upload new content for each specific location, making local displays especially relevant to their corresponding crew base. Xpresenter’s smart templates update automatically from data feeds with timely content such as pre-flight information, on-time performance metrics, and weather maps, all continually updated without any additional work from Air Canada’s staff.

With **globe TV**, Air Canada has a professional, branded news network with the look and feel of broadcast television, without any of the complexity. The network channel represents a great example of how corporations can use digital signage to communicate with and educate employees, without adding significant resources or cost.



FOR MORE INFORMATION ON X20 MEDIA’S PRODUCTS AND SERVICES, CONTACT US AT SALES@X20MEDIA.COM WWW.X20MEDIA.COM