

# Company Growth Leads to Communication Challenges— and Solutions

## case study

How WestJet Airlines realized improved efficiency and streamlined communication by partnering with Send Word Now

Based in Calgary, Alberta, Canada, WestJet Airlines, Ltd., launched its business operations in 1996 in response to increased demand for airline options outside of traditional, high-priced carriers. Today, the public organization has passenger revenues totaling over \$4 billion (CAD) and employs over 10,000 workers. It is the second largest Canadian air carrier, transporting over 45,000 passengers a day.





Due to the rapid company expansion, the emergency communication system in place since the company's inception was unable to handle the increased growth. The leadership team made it a priority to find a better solution.

### Priority Project #1

When Troy Herman started as a Flight Operations Project Manager in 2014, little did he know that he would hit the ground running with what was considered priority project #1 around the WestJet offices. "The company had an old emergency response system that was used by the Operations team. It was a proprietary system and it was at the end of its lifecycle. I was immediately challenged with finding a replacement. We needed something that was more efficient. I was introduced to Send Word Now and began researching the platform's capabilities."

WestJet, first and foremost, needed a system that could address emergencies and communicate information to the right internal parties. "If a bird hits a plane, for example, an update must go to the technical groups on the ground ASAP so they know that a special review of the equipment is needed when the plane lands," explains Mr. Herman. Following an extensive vendor review, leadership agreed that Send Word Now would meet (and in some cases, exceed) their needs and would be a great fit technically.

### High-Flying Features and Benefits

WestJet notes that because they intended to add over 900 employees as potential alert recipients, they were concerned about how to collect accurate contact data for each individual.

Message senders really like the ability to see who has successfully received a particular message. "We love that you can see how many messages got to their recipient and if there were any sending errors. This feature has streamlined our communications," adds Mr. Herman.

The onboarding was handled quite well, and Mr. Herman very much appreciated the assistance provided by his Send Word Now Account Managers. "We received such responsive service. No matter if we had questions or needed help with training and setup, someone was there to help us and assist. We had positive feedback internally across the board. The features and benefits are very clear."

The company also evaluated the Send Word Now Direct mobile application. After completing a trial of the app, WestJet decided to make it a part of their service package. By using the app, they found that they could provide more information to the message recipients and better handle sub-groups. "Technical teams and testers really felt like the app was a 'one stop shop' and it was decided we needed to use it," comments Mr. Herman.

"Send Word Now Direct feels 'clean'—the person sending the message doesn't need to worry about phone numbers or any other detailed information."

### Employee Flexibility and Satisfaction

WestJet Airlines uses Send Word Now for internal communications and various subsets of employees are grouped within the system for efficient targeting (by department or function for example). Mr. Herman explains, "The platform has helped connect employee groups quite well." Additionally, by using the self-update feature, employees can manage their own personal information and ensure that their data is housed appropriately in the system. WestJet Airlines also lets employees identify and edit their communication preferences, allowing them to choose how they prefer to receive messages.

**Mr. Herman concludes, "At the end of the day, Send Word Now is a great system and our account management team has truly been there to help. All of our needs are handled."**

