

BALPA BRINGS BETTER SOLUTIONS TO MEMBERS



BALPA:

has over
10.000
members

represents
85% of all
commercial
pilots in the U.K.

uses the BALPA
2Way app

Shortly after 2Way launched its first app in 2014, British Airline Pilots Association (BALPA) Chairman of Communications and External Relations, Tim Pottage, was introduced to 2Way through contacts at FIA, their Icelandic counterparts. BALPA had been looking into options of having an app made especially for them but after carefully considering the pros and cons they abandoned those plans and decided to work with 2Way instead. Since then, BALPA has been a valuable development partner and an active promoter of the system.

“It has been a very successful endeavor,” says Pottage. “It got off to a slow start and a few hurdles, but once fresh people started getting on to councils and they realized the potential and started using it more, it has really taken off. Change is hard at times, even though the change is for the better.

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The flexibility of 2Way is such that there is room for variation in how different groups want to use the system. For example, North-sea helicopter pilots are far less interested in using the destinations module than some of our long-haul pilots, and reports are more frequently sent in by some groups than others. There are groups that rely totally on the app for news delivery and communications in general, even as a document library.”

With a toolbox like the 2Way system, its utilization is up to each client and only limited by the willingness to make the best use of it. Seeing how different groups use the system is very informative and useful to channel resources for further innovation and development.

BIG DATA

A couple of years ago, BALPA requested fatigue reports from their pilots. Thousands of reports were generated and the data gathered was “enormous” as Pottage put it. “It is actually so good it is being used for a doctorate thesis.” The possibilities of gathering data with the system through surveys or reports are limitless, Pottage also recommends having processes in place to use that data and present them to the participants and members if so desired.

EASE OF USE

The user has always been in focus within the 2Way development, not only at that end that meets the general user – the pilot in BALPA’s case, but also the web-based content administrative system. The system has to be intuitive and easy to use while providing all the possibilities necessary to serve the client and user to the fullest.

Media and Communications Officer Nancy Jackson is the administrator for the BALPA 2Way App.

“When I was introduced to the system, it was a bit overwhelming at first glance but fortunately its operation is very intuitive, even for a person who is not highly IT literate – like me. Whenever I’ve had a question, I have checked the knowledge base, and if that didn’t resolve the issue, the 2Way team has always been quick to answer,” says Jackson.

Input from administrators and moderators has been of great value in 2Way’s development. For almost every question that has been asked, an answer

is found in the knowledge base. Those in charge of controlling the app have therefore nothing to worry about – 2Way is all about making their lives easier.

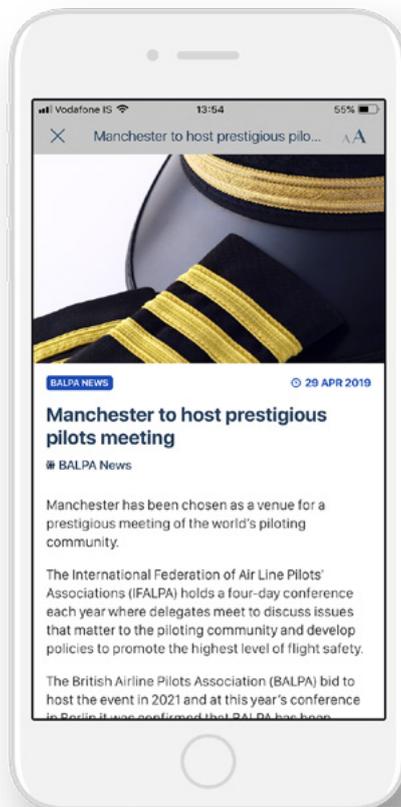
As an example of that is found in the way 2Way’s systems interact with BALPA’s databases to synchronize data between the two.

TRANSITIONAL PERIOD

Pottage is clear in his advice to newcomers to the 2Way system.

“Breaking into processes and methods that are already in place may be difficult at first, but definitely better than the alternative of sticking to old and inefficient habits. It is the transitional phase that can be tricky for some but it is a hurdle that is worth getting over.”

Lately, BALPA has been actively encouraging representatives to use the 2Way system to its full potential. “Once people realize what the system can do for them the work becomes easier. You have to locate the ‘believers’ and those open to change and show them the benefits of using the system. And they have to see those benefits themselves, no matter how much you proclaim them.”



BALPA RECOMMENDS:

- Find the ‘believers’ and use their enthusiasm
- Realize the system’s full potential
- Use the knowledge base
- Not everyone uses the system in the same way – embrace that
- If you call for reports, be prepared to analyze that data
- Don’t fear to break away from old work habits