



CABIN CREW UNITED BEHIND THE APP

Flugfreyjufélag Íslands (the Icelandic Cabin Crew Association) was formed in 1954, back when it was considered normal that stewardesses would leave their jobs at age 30, or if they got married. Needless to say, things have changed dramatically since then for the better.

In their quest to bring the union closer to their members and make use of the latest technology, they discovered 2Way through their connections with FIA, the Icelandic Pilot Association. Word of mouth proved to be a major influencer.

1700 members in
3 airlines

CLEAR STRATEGY

FFI's Chairman, Berglind Hafsteinsdóttir and Bergdís Eggertsdóttir, FFI's office manager say that efficient project management is key when it comes to implementation. "We set a strategy for the app and formed small working groups of members to help hone that strategy, so we knew exactly what we wanted to get out of it," says Berglind. "We prepared the launch for a few weeks before going live, and it really helped in having the best project manager ever," says Berglind and points to Bergdís who was assigned the role of administrator.

FFI formulated a clear and concise strategy on how the app was to be used, and its purpose was clear; to bring relevant information out to the members so that they could use it when they wanted, like on the bus ride to or from the lay-over hotel, even when their devices are offline.

RELEVANT INFORMATION

"The best thing about it is that the information is available when the members want to retrieve them. We no longer use Facebook groups to send out information, except to say that there are new posts in the app.

We made a conscious decision just to have some basic informative material in the app when we went live, and rather be active in publishing new content and do so frequently. That way, our members see that we are active on the platform," says Bergdís, and continues;

"There's never a problem reaching out to 2Way, with whatever issues we've had. It's important to have easy access to support when you're beginning to operate a new system. And our questions and issues have been dealt with immediately. We also really look forward to see what future developments bring."

HOW IT HAS HELPED

FFI saw the ease of accessible information for members as a major benefit of the 2Way solution. The need to get messages across to members becomes harder with all the noise that surrounds us. Even though social media is useful for many purposes, there is a lot of distractions and noise.

By using a dedicated application, not email or social media, the messages are clearly heard, bringing attention to the right issues at the right time. Members notice the activity, see that the union is doing well in working for them.

Events are better promoted, and more members attend. People don't have to call the office anymore to ask when events are held, because they can all see the event calendar in the app.

Furthermore, more people are replying to surveys and answer them quicker than ever. FFI has even used surveys to vote into committees within the union, turning the survey module into an on-line voting booth.

FFI RECOMMENDS:

- Have a clear strategy. Ask why and how, what and when
- Assign enough moderators and allow them to learn
- Publish the right things in the right way
- Be dedicated in making it a living platform of information
- Use surveys to monitor opinions
- Test content quality by posting first to a dedicated test group, such as the office staff

>1200

downloads of the FFI app