Case study: Ash Cloud

Our Travel Alerts kept both staff and clients fully informed during the ash cloud crisis

When Iceland’s Eyjafjallajokull volcano erupted on 14 April 2010 and sent a massive ash cloud across UK airspace, few would have anticipated the chaos the event would cause to the global travel industry.

At the height of the disaster, more than 10 million people were stranded around the world as airports and airlines across the UK and Northern Europe came to a virtual standstill.

International flight schedules were cancelled for days, while continental European airspace gradually reopened six days after the eruption. London’s Heathrow Airport, Europe’s busiest hub, was the last to renew operations on the night of Tuesday 20 April. The International Air Transport Association estimates the disaster cost commercial airlines about US$1.5 billion in lost revenue.

The latest in up-to-date information

Travel bookers and passengers were kept informed throughout the crisis by a constant stream of news and information. Travel Alerts were emailed every two hours to all clients providing the latest updates on the flight ban. Corporate Traveller’s website was updated regularly and links were set up to other useful websites such as NATS, BAA, and the Home Office.

Putting your travellers’ safety first

It’s a harsh reality that today’s business traveller moves in an uncertain world. That’s why the safety of your people can never be compromised. Corporate Traveller helps you manage risk through information and vigilance and provides traveller assistance 24/7 for safe and streamlined travel. Your people are our priority, timing is everything and there is no second guessing.

Travel Alert Process

1. Live alert feed received from specialised reporting companies
2. Situation assessed for relevance to client base
3. Travel Alert sent to all registered clients
4. Emergency response reports locating travellers are produced and delivered to branches
5. Consultants contact affected passengers and where agreed, rebooked/repatriated them to safe zone

Frontline Staff said:

During the Volcanic Ash Cloud I think the Travel Alerts were brilliant, they constantly kept our clients and us informed of what was happening. The alerts answered clients’ frequently asked questions, meaning that they didn’t have to also call us as well. I thought the Travel Alerts were invaluable over that time.

Ashleigh Murray, Team Leader, Corporate Traveller, New Malden – London

Corporate Traveller Client said:

Just a huge thank you for keeping me posted with Travel Alerts about the volcanic eruption and also the assurance of your extended office hours and emergency numbers. A big thank you also to all at Newcastle upon Tyne branch, who as always provided an excellent service and managed to get my traveler home without a hitch.

Janet Atkinson, Roballo

Emergency Response

April 2010 saw Europe come to a virtual standstill due to the Icelandic volcano. Thousands of travellers were stranded around the world unable to reach their destinations. During this time Corporate Traveller clients were assisted by the following:

7 – The average seconds of our call response time
24 – The hours we were contactable everyday
31 – Branches opened outside usual working hours
137 – Corporate Traveller Account Managers worked extra shifts
6239 – Stranded clients who we assisted globally
7671 - Calls answered during the first 96hrs

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