

# easyJet helps to 'decarbonise the environment' with 'easyJet Carbon Calculator' and 'easyJet Carbon Offsetting'

IVIS Professional Services enrich easyJet website with new features to offset customers' carbon footprint

case study

## Background

Established in 1995 in the UK, easyJet is Europe's leading low-fares airline and its popularity has soared over the years due to its affordable ticket prices and impressive customer service. Based at London's Luton Airport, it currently operates domestic and international scheduled services on close to 400 routes throughout Europe and carries over 40 million passengers a year.

The tourism industry is a highly competitive marketplace where organisations feel the need to make full use of all their channels to reach out to customers. In addition to developing marketing strategies for their offline channels, airlines and travel agencies are competing with each other to build up sound online marketing strategies and develop customer-centric websites to attract customers and generate sales.

## Business Challenge

In this environmentally conscious age, customers have become increasingly aware of greenhouse gases and the effects of carbon dioxide in the skies. Whilst aviation only accounts for less than 2% of global greenhouse gases, many airlines do not disclose the amount of carbon dioxide they emit. easyJet wanted to provide its customers with the facts about aviation and give them the option of making a donation to offset the carbon dioxide emitted by their flight.. easyJet then collects and forwards all donations to projects approved by the United Nations Framework Convention on Climate Change.

## Solution – IVIS Professional Services

For this project, IVIS Group provided easyJet with a team of experts to help them develop a solution that can address their concerns and add value to their business.

There were two aspects to IVIS Group's solution. First, IVIS Group's team added a 'Carbon Calculator' feature on easyJet's website. Based on the departure and arrival data customers select on the website, the Carbon Calculator calculates and displays how much carbon dioxide their flights emit and how much it costs to offset those emissions. These calculations reflect actual emissions generated from real flights.

Secondly, IVIS Group's team added an additional section on easyJet's website where customers can select the 'carbon offsetting' option to make a contribution to UN approved emission reduction schemes. The value of this contribution is the offset cost the Carbon Calculator has calculated.

## Business Benefits

While not a direct source of revenue, this project has significantly helped to distinguish easyJet in a highly competitive marketplace by ensuring customers of its sincere commitment to greener growth and protecting the environment. easyJet customers can now be content knowing that the amounts of carbon dioxide their flights emit are counterbalanced through UN Certified emission reduction projects they have financially supported.

Colin Rees, Head of Software Delivery at easyJet commented, "IVIS Group is a highly experienced organisation offering proactive consultancy services and unmatched technical expertise. IVIS Professional Services has been instrumental in helping us deliver real value to customers."

He further said, "We chose IVIS Group because of its multichannel expertise, its ability to understand and view the multi-channel landscape from a customer's perspective and its depth of development capability. We are very pleased with the services IVIS Group has provided."

Qusai Sarraf, CEO of IVIS Group said, "We are very pleased to have added value to easyJet's business through the provision of IVIS Professional Services. This has further strengthened our reputation in the marketplace as a leading provider of multi-channel services."

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