

Alaska Airlines Case Study



A Solution That Really Takes Off

BUSINESS PROBLEM

Alaska Airlines is an American Airline company committed to safety, reliability, and timely transportation for their customers. They proudly hold an 84% on-time departure rate. **Alaska Airlines merged with Virgin America and was faced with the task of onboarding many new employees into their systems and processes. One of the more involved processes was their departure timeline process.** There is a detailed, specific method that must be followed from sixty minutes before takeoff to zero minutes. Alaska Airlines' Chief Operating Officer (COO) requested the entire company take part in a training on their departure timeline process to help illustrate the importance, ensure all employees understand their roles, and all departments are aligned.

TTA SOLUTION

TTA developed customized eLearning that met all of Alaska Airline's objectives. TTA incorporated knowledge checks to test for understanding, as well as developed job aids for employees to use going forward. Alaska Airlines integrated the eLearning into their internal website and delivered the training in three different phases. These phases included a video introduction of the importance of the departure timeline process from the COO including a job aid, the delivery of the eLearning, and finally a follow-up communication about the success of the training. **"TTA made the whole process so easy. They have talented, reliable, innovative talent with the exact skills that my projects required. They continued to support me throughout the project and really cared about meeting my needs."** explained Christine Helm, **Manager of Training Delivery at Alaska Airlines.**

BUSINESS RESULTS

Alaska Airlines' partnership with TTA produced impressive measurable results for the company. In a short period of time, Alaska Airlines was able to introduce its departure timeline process to all 3,500 new Virgin American employees. **They have maintained their quarterly goal on-time departure rate of 84%, even through a merger with the onboarding of Virgin America employees.** 100% of employees demonstrated a full understanding of the content based on the knowledge checks.



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