EASYJET UPSCALES ITS FOCUS ON BUSINESS, CUSTOMER AND DIGITAL WITH NEW ROLES

News / Airlines

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easyJet, Europe's leading airline, has driven significant success from focusing on business fliers, the customer experience and digital innovation. We have now decided to restructure the team around these key areas, promoting Ian Cairns to a newly created role of Director of Customer and James Millett to a newly combined Director of Digital and Marketing.

A key part of Ian's new role will include the responsibility for driving forward our business strategy as well as taking on responsibility for all customer contact at the airline including the contact centres.

All digital and marketing activities will be brought together under the leadership of James Milllett, now our Digital & Marketing Director. Digital leadership is key for easyJet with more than 350m visits to easyJet.com in the past 12 months and more than 17m downloads of the easyJet app. The number of bookings made through mobile devices is continuing to rise and currently stand at 20%.

Peter Duffy, Chief Commercial Officer, commented:
"Driving progress with business, our overall customer service and digital is crucial to easyJet's success going forward. Ian and James are two of our most talented young executives and they have proved highly effective over the last few years. It is great to be able to recognise this with such significant promotions."

Anthony Drury, Head of Business for easyJet, has decided to leave the airline to move back to the Far East with his family.

Peter Duffy commented:
"Anthony made a huge contribution to easyJet's business travel team over the last three years. During this time, he continued to grow the number of business passengers flying with easyJet, strengthen the airline's relationships with GDS providers and increase the number of corporates businesses choosing the airline. I'd like to thank Anthony for everything he's done and wish him and his family every success for the future."

Around 20% of easyJet's passengers travel for business or around 12 million per year with that number expected to continue to increase. easyJet's unrivalled flight schedule and network lends itself perfectly to business passengers – flying frequently and at convenient times and to more primary airports on the top 100 European routes than any other carrier. easyJet has a dedicated team working with businesses and all major travel management companies to ensure that customers have access to the best fares on offer. They are focused on providing a bespoke business offering through distribution platforms, Travel Management Companies and direct to small and medium-sized enterprises. More than 135 corporate agreements were signed during financial year 2015/16 – a 25% increase against the previous year.

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