

Japan Airlines Impresses Passengers with Free Wi-Fi





About Japan Airlines

(including subsidiaries J-AIR & Japan Transocean Air)

- SES equipped aircraft: Approx. 100
- Technology: SES 2Ku, SES Ku
- Fleet equipped: Boeing 737-800, 767-300, 777-200, 777-300, Embraer 170, 190

Why would an airline move to all-free internet?

In addition to being a key differentiator for the brand, free Wi-Fi improves customer satisfaction, net promoter score, and likelihood to recommend. All of which are favorable for brand perception.

The story

Japan Airlines (JAL) launched SES Ku satellite-based Wi-Fi, as a paid service for passengers, and free entertainment on board domestic Japanese flights in 2014. As the second largest airline in the country, JAL saw an opportunity to use free inflight Wi-Fi to boost customer satisfaction and stand out in the fierce domestic travel market, and asked SES to help make it happen.

The market

In Japan, most domestic flights are under two hours, a duration where customers typically are less inclined to pay for connectivity. However, with competitors and other public transportation offering Wi-Fi across their services, JAL realized that free Wi-Fi would be a major competitive advantage, combined with their SKY NEXT onboard product refresh.

The challenge

Provide enough bandwidth to support the expected increase in internet usage to ensure all passengers have a good overall internet experience. In addition, quickly secure regulatory approval and make sure a free Wi-Fi offering was economically viable, and fit into a strategic plan.



Paid

○ 0%

increase in passenger satisfaction

15 min. Free

○ 10%

increase in passenger satisfaction

All Free

○ 20%

increase in passenger satisfaction

The solution

Signed a deal for more capacity

To support the additional internet traffic, SES partnered with Japanese satellite operator JSAT to secure extra capacity over Japan. Our open network architecture enabled additional Ku capacity to come online quickly and important local relationships helped secure regulatory approval within a tight timeline.

Developed a roadmap to free

SES assisted JAL with origin & destination segmentation to target free Wi-Fi promotion on select routes. Additionally, our merchandising platform allowed JAL to provide free Wi-Fi to their most frequent flyers and other high-value customers.

JAL later wanted a solution that offered value for all passengers, not just a few,

which led to the development of the 15-minute free Wi-Fi promotion.

Due to the success of this and the overwhelmingly positive response from passengers, SES worked with JAL to develop updated economics and a commercial agreement for an all-free offering.

The success

(All numbers are compared to the all-paid time period.)

Today, free Wi-Fi and entertainment are permanent features aboard JAL's domestic flights. With future high-throughput satellite launches, more capacity can be easily added ensuring an experience that travelers will enjoy for years to come.

Solve.
Empower.
Soar.



Learn more about our
purpose-built satellite
and connectivity
solutions at ses.com

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