



Case Study



Having worked with Virgin Atlantic on their Headset Refurbishment for over 15 years, MNH were asked to help the airline with a project to upgrade their inflight Headset across all cabins delivering an improved customer experience and both financial and environmental benefits.

PROFILE

Customer:

- Virgin Atlantic Airways

Region:

- UK, Middle East, Asia and America

Challenges:

- Virgin Atlantic were looking to improve their inflight customer experience with the best quality Headset but, like so many airlines, did not want to see costs or cabin waste increase.

Solution:

- MNH worked with Virgin Atlantic to focus on the whole-life of the Headset from cradle to grave making it as robust as possible to maximise rotations in the supply chain.
- Importantly the Headset also delivered on improving the customer experience whilst saving costs and minimising the amount of waste sent to landfill with end of life waste diversion.

“MNH are strategic suppliers to Virgin Atlantic Airways, providing a single point contact for the delivery management, servicing and refurbishment of Headsets and Amenity Kits.

MNH maximise savings in both supply chains whilst providing Virgin Atlantic budgetary control in these typically volatile areas of spend. MNH are extremely responsive and “can do” in their approach including problem solving and in supporting new initiatives in these areas and managing any associated transition.

MNH's proactive stance on waste diversion and working with disadvantaged sectors of the community helps delivery of Virgin Atlantic's corporate and social responsibility objectives.”

Andrew Smith - Senior Manager, Product Supply Chain

PROJECT IN BRIEF:

MNH transformed the operational Headset supply by using global best practice to reduce financial and environmental wastage in the supply chain whilst improving the in-flight product offering and customer experience.

CUSTOMER PROFILE

Located near Gatwick, UK Virgin Atlantic fly to destinations in North America, the Caribbean, Africa, the Middle East and Asia.

Virgin Atlantic uses a mixed fleet of Airbus and Boeing wide-body aircraft from its main bases at London Heathrow and London Gatwick, and its secondary base at Manchester. Virgin Atlantic aircraft consist of three cabins: Economy, Premium Economy and Upper Class.

CHALLENGE

Virgin Atlantic were looking to improve their inflight customer experience with the best quality Headset to help to maximise the performance of their Inflight Entertainment system.

However, finding a cost neutral solution was key as well as ensuring the Headset was rotatable and could be refurbished numerous times. As per all the procurement decisions at Virgin Atlantic, the Headset also had to deliver on their sustainability objectives.

SOLUTION

The rotational rate of a headset is a key driver of any successful Headset Programme. MNH worked with Virgin Atlantic and its Headset manufacturers to develop the most durable and high-performing noise cancelling Headset, ensuring that the airline Invested in an industry-best specification .

MNH is the pioneer of Headset Refurbishing and the World's Largest, refurbishing over 40 million Headsets last year in partnership with our airline clients. MNH provides a single point 360° service and industry-best refurbishing rates.

After being injected back into the Supply Chain in pristine condition eventually the Headset does come to it's end of life.

At this point MNH recycle materials and divert waste from landfill.

Recycling can take products to unusual destinations - the sponges from Virgin Atlantic's headset sponges have been used to surface equestrian centres, while plastics are used to make garden picnic benches! In fact, 97% of the waste MNH receives from Virgin Atlantic Airways is recycled, with only 3% going to energy from waste facilities.

BENEFITS

MNH specialises in reducing financial and environmental wastage in the supply chain. The whole life headset focus enables MNH to deliver savings on total headset spend. Virgin Atlantic have also enjoyed the following benefits:

- Happy customers with increased enjoyment of the IFE and higher net promoter scores in this area.
- The diversion of tons of onboard cabin waste from landfill.
- Providing meaningful employment and rehabilitation for people with learning disabilities.
- A single-point of contact for a consolidated servicing operation.
- Trusted supplier with proven track record for delivering great service and CSR controls ensuring product consistency and peace of mind.
- Improved communication, management information and visibility around stock levels, forecasting and budgeting with ROTIX - MNH's unique ERP system, specifically designed to manage rotatable supply chains.

MNH provides Global Laundry and Headset Servicing Solutions to the Travel Sector. MNH currently works with flagship carrier clients in America, the Middle East and both Southern and Northern Hemispheres.

For more information: Call 03333 220171 or visit www.mnhscs.com