CASESTUDY

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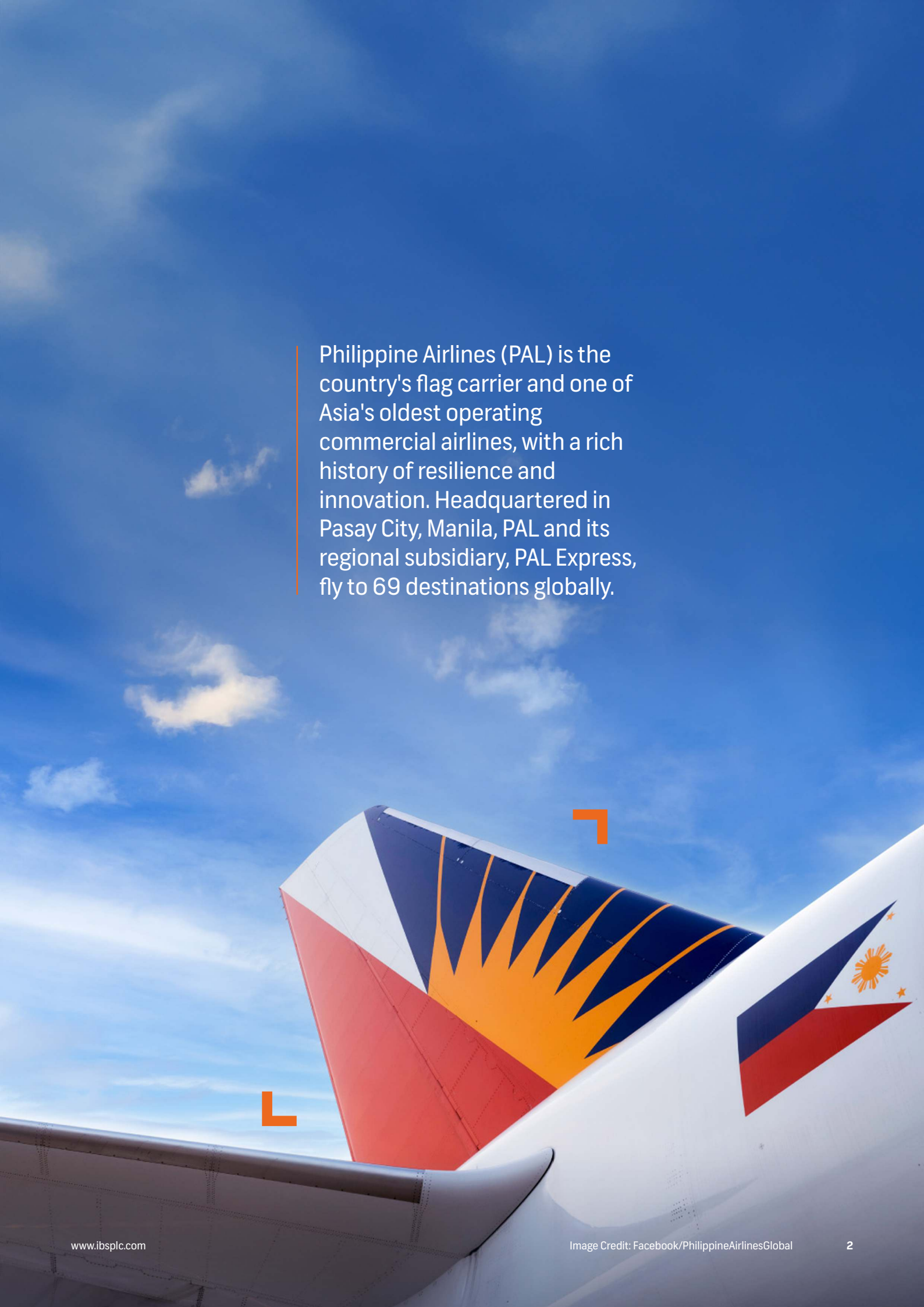
How automation and comprehensive self-service revolutionized staff travel at Philippine Airlines



Philippine Airlines (PAL) is the country's flag carrier and one of Asia's oldest operating commercial airlines, with a rich history of resilience and innovation. Headquartered in Pasay City, Manila, PAL and its regional subsidiary, PAL Express, fly to 69 destinations globally.

Image Credit: Facebook/PhilippineAirlinesGlobal

Scenario

PAL's incumbent process for staff travel was completely manual. With no dedicated business systems to handle staff travel bookings, the ticketing process relied on administrative staff and required extensive oversight. This led to inefficiencies, long processing times, and unnecessary overheads. PAL needed a cloud-based solution that could integrate with its HR systems to streamline staff travel and offer employees comprehensive self-service capabilities for a seamless booking experience.

Challenges

Manual overload

PAL's staff travel process was heavily manual, leading to delays, errors, and high administrative costs. Employees had to queue at the staff travel counter to obtain or manage their tickets. During the pandemic, the counter was reduced to avoid crowding, extending ticket issuance up to seven days.

Usability needs

PAL wanted to offer an intuitive, mobile-friendly booking experience with minimal clicks, ensuring ease of use for employees.

Complex policy management

Managing diverse travel policies for employees, retirees, and different work locations required extensive manual intervention. Travel desk agents had to verify each policy manually, adding to delays, errors, and costs.

Scalability limitations

PAL maintained a team of 30+ staff to manage daily travel operations. Without automation, scaling the process during peak travel periods was challenging. Reliance on spreadsheets, manual tracking, and policy validations created bottlenecks in efficiency.

Solution

PAL implemented iFly Staff, a cloud-native self-service travel platform, to address these challenges. The solution eliminated manual inefficiencies, integrated seamlessly with HR and business systems, and automated policy management. PAL Express was also included in the implementation scope, ensuring a unified approach across the airline group.

With iFly Staff, PAL successfully transitioned its staff travel operations to a scalable, digital-first platform. The solution's scalable infrastructure and automation capabilities significantly reduced administrative workload and overheads and improved overall efficiency.

Outcomes

Self-service booking platform

PAL employees and their beneficiaries can now book and manage staff travel effortlessly through an intuitive online platform. Integration with PAL's HR and Passenger Service System (PSS) ensures that user profiles, travel privileges, and policies are automatically updated, eliminating manual processing.

Simplified user experience

The mobile-friendly platform enables staff to book travel from anywhere, providing a convenient, intuitive, and seamless booking experience with minimal clicks.

Single solution for the entire group

Despite having distinct staff travel policies, PAL and PAL Express now manage bookings efficiently using a single solution. iFly Staff's flexible configuration allows both airlines to maintain separate policy structures while enabling cross-airline travel management.

SaaS competitiveness

Hosted on a secure cloud infrastructure with a SaaS model, iFly Staff provides global accessibility, high service availability, and robust performance. As a cloud-native solution, iFly Staff scales seamlessly with staff travel demand.

Automated policy management

The platform's intelligent business rules engine simplifies ID pricing for business and leisure travel, policy compliance, and entitlement allocation. Employee status changes, such as promotions, relocations, or retirements, are automatically updated through HR system integration, ensuring real-time policy compliance.

Future-proof solution

As part of the iFly Staff global community, PAL benefits from continuous enhancements, best practices, and new features through roadmap updates, ensuring it remains at the forefront of digital staff travel management.

IBS Software Advantage

IBS Software's end-to-end implementation expertise enabled PAL to transition seamlessly to iFly Staff. Automating staff travel operations reduced administrative costs by over 70% and generated 75% efficiency gains. iFly Staff became a digital pillar for PAL's transformation, ensuring a frictionless experience for employees while optimizing resources.

Supports leisure & business travel for **125,000+** staff & beneficiaries worldwide.

Automation and digitalization reduced staff travel operations lead time by **75%**

Automated policy management and self-service booking cut admin costs by over **70%**

Image Credit: Facebook/PhilippineAirlinesGlobal

"PAL's primary objective is to provide our valued employees, their families, and loyal PAL retirees with a smoother, more streamlined, and user-friendly process for availing their travel benefits. With iFly Staff, our employees can now book trips anytime, anywhere, with just a few clicks. Partnering with IBS Software allowed us to achieve full automation while maintaining PAL-specific processes. We are also seeing substantial savings in back-office work. Our employees work diligently to deliver exceptional customer service, and they deserve a flexible and seamless travel experience.

Jo-Ann Maluenda,
Vice President of Human Capital at PAL.

About IBS Software

IBS Software is a leading SaaS solutions provider to the travel industry globally, managing mission-critical operations for customers in the aviation, tour & cruise and energy resources industries. IBS Software's solutions for the aviation industry cover fleet & crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel and air cargo management. IBS Software also runs a real time B2B and B2C distribution platform providing hotel room inventory, rates and availability to a global network of hospitality companies and channels. For the tour and cruise industry, IBS provides a comprehensive, customer-centric, digital platform that covers onshore, online and on-board solutions. Across the energy & resources industry, we provide logistics management solutions that cover logistics planning, operations & accommodation management. The Consulting and Digital Transformation (CDx) business focuses on driving digital transformation initiatives of its customers, leveraging its domain knowledge, digital technologies and engineering excellence.
IBS Software operates from 16 offices across the world.

Further information can be found at www.ibsplc.com

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Redefining the Future of Travel through Technology Innovation

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