

# SILVER SERVICE IN THE AIR

## SILVERJET

"I am delighted we have found such a strong partner in Prospect to help ensure our airline continues to surprise and delight customers and industry pundits alike."

George Henderson, Head of IT, Silverjet

"Congratulations! You have what all passengers who fly dream about."

Katherine Rogers, Customer  
20th February, 2008

"I will be returning to Dubai on business in January and will be booking my flight with you shortly. Well done – at last an airline that puts the customers' needs first and the fun back in airline travel."

Paul Thornton-Allan,  
Customer  
14th December, 2007

"...The whole experience was outstanding. I will definitely use Silverjet again for my next trip and I am spreading the word amongst my work colleagues to do similar."

David Andrews, Customer  
30th May, 2007

See casestudy online  
[Silverjet](#)



The site design resulted in **exceeding booking targets by 17%.**

**Also winning 2 travel sector awards** for clarity, navigation and design, beating the likes of BA, Virgin and Thompson travel.

### Problem

A business class only airline start-up, Silverjet had no physical assets to present to the public in June of 2006. Still, they needed a website and digital communications, that would be their sole visible presence and allow flight bookings to commence.

### Solution

Silverjet needed to present an exciting brand that would give them instant credibility in a highly competitive market. Prospect conceptualised key services, with an emphasis on providing consumers with choice and feedback opportunities, then developed the online brand to embody these ideas. The approach was for Silverjet to "own" silver, ensuring that every touch point reinforced silver service. Finally, the concepts were adapted to the constraints of the technical back end and made to work in just a few weeks.

In addition to the online services, such as the interactive seat selector and the interactive menu, which were all designed for maximum ease of use, Prospect developed the in-flight entertainment system and all digital marketing materials. This total approach to Silverjet's screen-based activities ensured a consistent consumer experience with a coherent, memorable brand.

### Impact

Silverjet has won praise from users for the simplicity, usability and elegance of its service.

The site has been awarded Best Website from the Travolution Awards 2007. The judges said, "Silverjet showed excellent clarity throughout the navigation. The design and additional features have embraced a niche and a target market superbly."

In 2008 Prospect won the Best Airline Website 2008 award from Travelmole, beating out BA, Virgin, BMI and other contenders.



## SILVERJET IN THE AIR

Create a rich online experience

Articulate a sophisticated brand look

Make booking simple and satisfying

Develop an integrated service experience

Cross platform execution: online, IFES and mobile

