



Flight Centre

Flight Centre unifies frontline communications to drive speed, clarity, and world-class customer service

CASE STUDY 2025





FLIGHT CENTRE®

Flight Centre, one of the world's largest travel retailers, uses Unily to connect dispersed frontline teams with instant updates and critical knowledge. In a fast-moving industry where timing is everything, Unily powers a single source of truth that supports sharp pivots and helps frontline workers deliver exceptional customer experiences across multiple brands and regions.



Customer

Flight Centre Travel Group



Industry

Travel



Number of employees

12,500



HQ

London, UK

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“An airline disruption or hurricane warning changes the way we service our customers. Our consultants quickly go from planning holidays, and building travel itineraries, into a more reactive role of rebooking flights and hotels, and providing support. That’s where Pilot comes in. It is our knowledge library and its primary function is to provide our people with the information they need to do their jobs.”

JESSICA JABBITT,
INTERNAL COMMUNICATIONS MANAGER AT FLIGHT CENTRE TRAVEL GROUP

Soaring ahead: How Flight Centre moves faster with streamlined comms and knowledge access

Challenge

Flight Centre needed the ability to make sharp pivots and get critical information out to frontline workers instantly.



92%

Adoption rate



Solution

Unily provides a reliable single-source-of-truth, built to meet the needs of an information-reliant frontline workforce striving to deliver an exceptional customer experience.



4.9★

Trustpilot rating



Outcome

- **92% adoption rate** from great UX and value-adding knowledge
- **525% increase in views** on the support hub during a crisis
- **4.9★ Trustpilot rating** from 39k reviews, demonstrating the world-class experiences delivered to customers.

ABOUT FLIGHT CENTRE

Flight Centre Travel Group (FCTG) is one of the world's largest travel agencies, with operations across Australia, New Zealand, the Americas, Europe, and Asia. With a strong customer-first culture and a focus on innovation, Flight Centre delivers expert service through a portfolio of leading brands in leisure, corporate, and wholesale travel. Its frontline consultants are the face of the business; making real-time information and knowledge access essential, and internal alignment a core business priority.

The challenge: Moving at full throttle

With the travel industry notoriously volatile, agility and rapid communication are must-haves. Disruption and delays can be commonplace, so Flight Centre needs the ability to make sharp pivots and get critical information out to frontline workers instantly.

Leadership recognized the importance of internal communications as a strategic business driver, identifying the need for a purpose-built platform that could increase agility and pace.

Some key challenges included:

- Being able to engage dispersed workers amidst siloed communication channels
- Delivering consistent and tailored content across multiple brands
- A lack of centralized access to real-time information, which could be especially costly during fast-moving disruptions

The solution: An EXP with first-class credentials

With legacy digital tools unable to support modern needs, Flight Centre turned to Unily's award-winning employee experience platform (EXP). As well as being consistently named a Leader by independent analysts at Gartner, Forrester, and IDC, Unily's performance in Gartner's Critical Capabilities report – where it ranked **first for all use cases** including Employee Communications and Knowledge Services – further cemented Unily as the obvious choice.

Enabling agility and comms responsiveness

When crisis or disruption hits the travel industry, the ability to react at speed to keep customers informed is critical to preserving a best-in-class customer experience.

Unily's **Broadcast Center** enables internal comms to be crafted and pushed across multiple channels within minutes. Crucially, the consumer-grade personalization features mean these comms can be tailored and targeted to the right people.

In April 2025, these capabilities were put to the test as the closure of a major airport led to unprecedented disruption to many of Flight Centre's customers.

The platform also enables decentralized governance, which means subject matter experts are responsible for owning specific areas of knowledge. This enables organizations to operate with both speed and accuracy.

In this example, Flight Centre's Air Support team published real-time policy updates through Pilot. Behind the scenes, streamlined publishing workflows allowed stakeholders from Legal, HR, and Operations to collaborate on content approval at speed, reducing bottlenecks.

Automated alerts and push notifications via the Unily mobile app ensured frontline staff received the information wherever they were – driving page views from 400 to 2,500 in a single day, with 58% of active users accessing the content.

With Pilot at the fingertips of every employee, Flight Centre is able to outpace the competition to move at speed when crisis hits.

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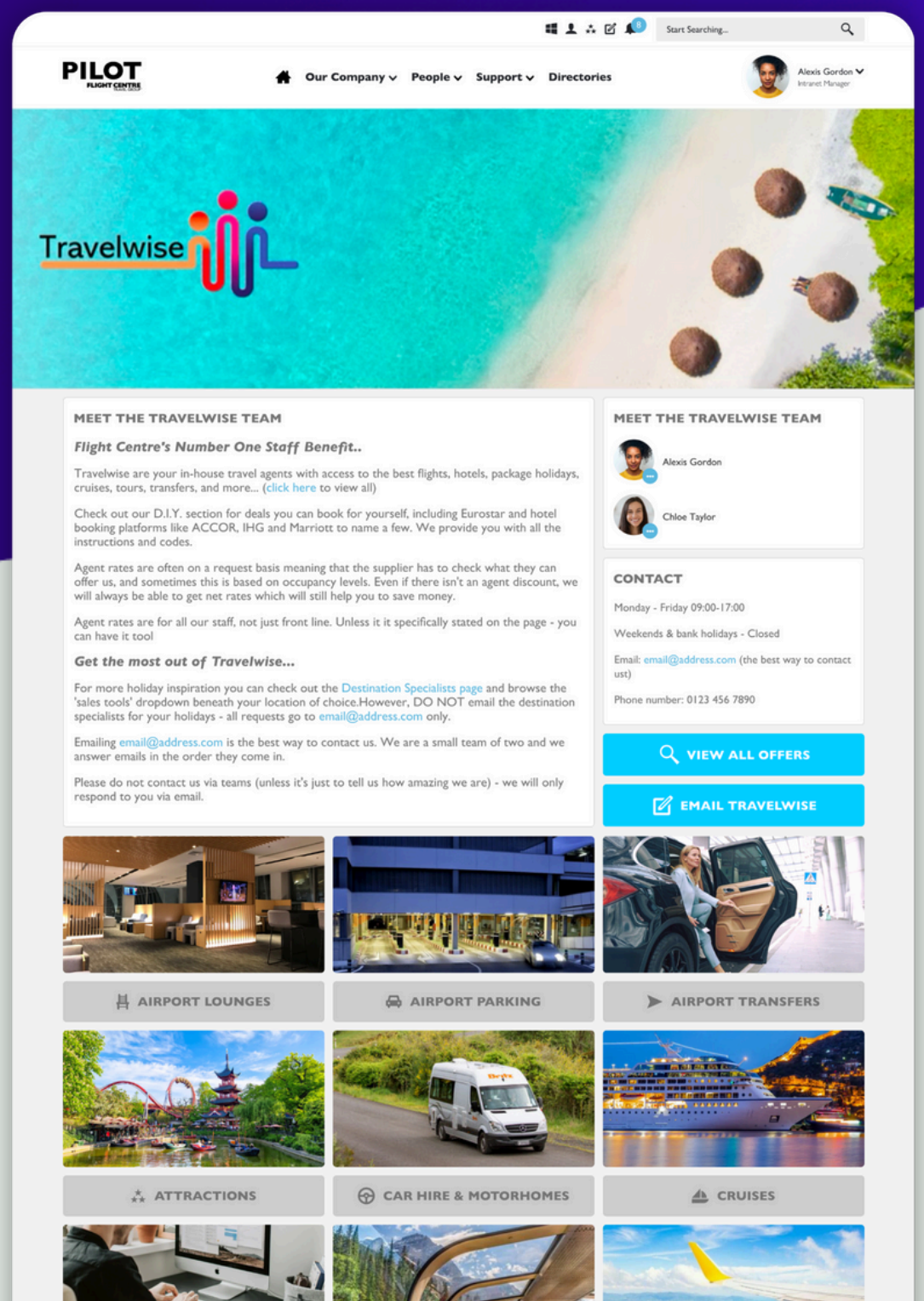
“When London Heathrow closed last month, the content views on our support platform Air Hub multiplied by over 500%. This proves that our people know exactly where they need to go for critical updates. Pilot ensures they are directed to and equipped with the right information at the right time — so they can keep delivering the exceptional service our customers expect no matter what challenges arise.”

RACHAEL KNOWLES, HEAD OF INTERNAL COMMUNICATIONS,
EMEA, FLIGHT CENTRE TRAVEL GROUP

Real-time knowledge to enhance the customer experience

The ability of frontline consultants to respond quickly to customer needs is critical to Flight Centre’s business model and reputation. Whether it’s pricing, policy, or safety information – Unily empowers the frontline with centralized, searchable access to every key document and update.

Via Pilot, consultants can find information about suppliers, booking processes, and policies in seconds – reducing the time spent navigating multiple systems, and ensuring customer support is accurate.



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JESSICA JABBITT, INTERNAL COMMUNICATIONS MANAGER,
FLIGHT CENTRE TRAVEL GROUP

With over **776,000 searches** in the last year and **77% of users actively using Pilot to search** for Travel Centre information, Unily’s Search Center has become a cornerstone of **frontline productivity**.

Employees are guaranteed to always access the most optimal information, thanks to features like smart tagging, filters, refiners, and document version control.

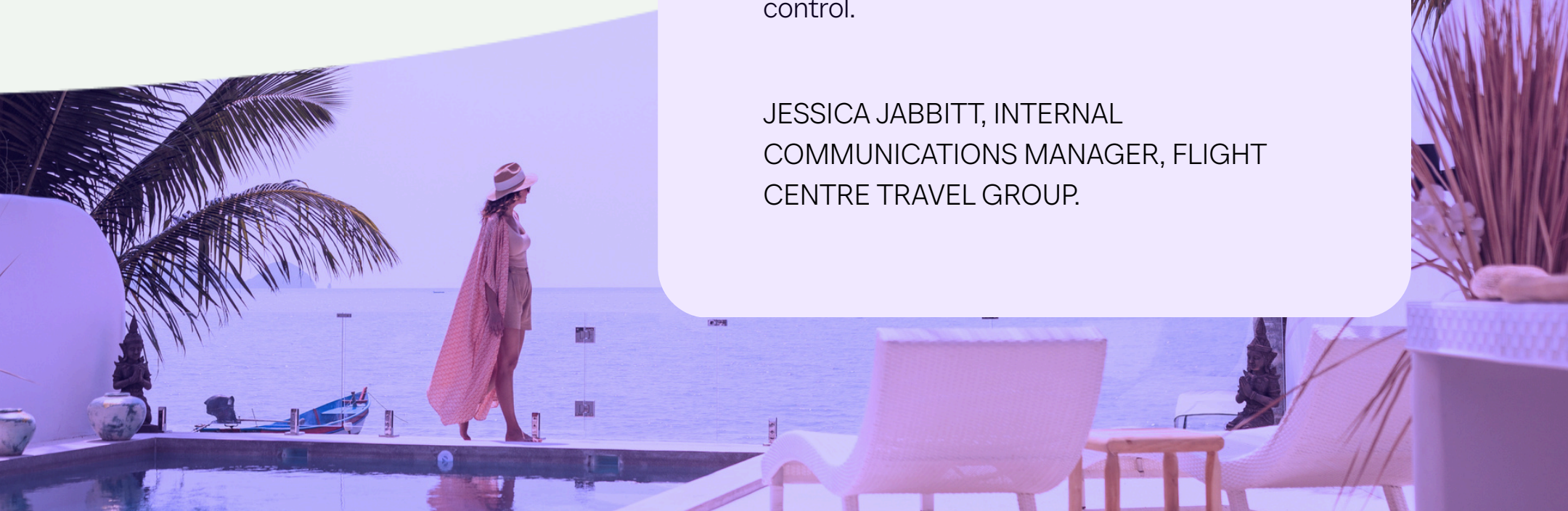
By easily arming consultants with the right tools and resources, Unily directly enhances the customer experience.

The results speak for themselves: Flight Centre boasts a **4.9-star rating** on Trustpilot from over 38,000 reviews – a testament to how an enhanced employee experience translates into stand-out customer service.

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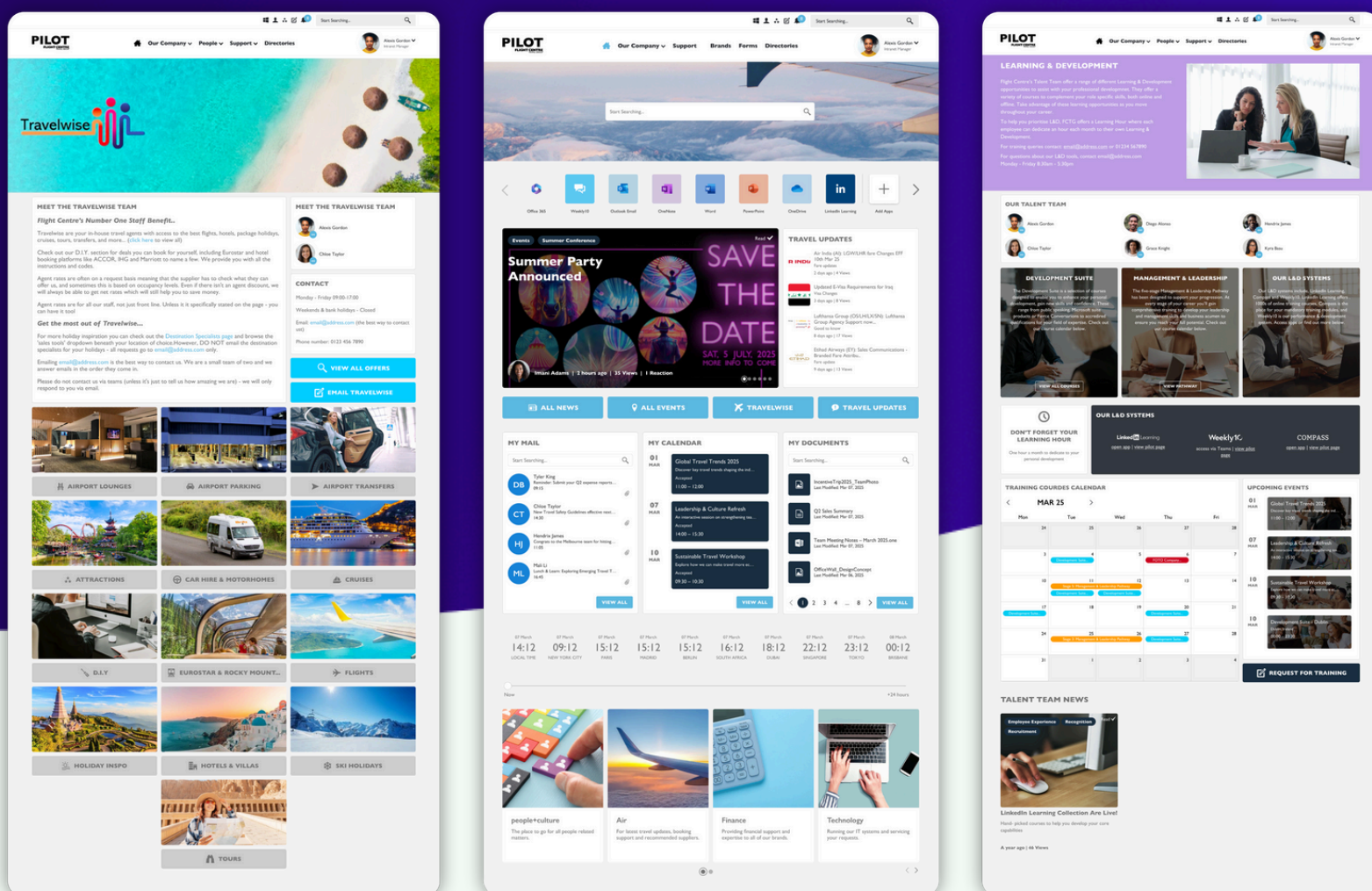
JESSICA JABBITT, INTERNAL
COMMUNICATIONS MANAGER, FLIGHT
CENTRE TRAVEL GROUP.



Creating valuable multi-brand experiences

Flight Centre Travel Group operates under several brands. The comms team therefore needs a way to deliver relevant content that recognizes individual brand identities, without duplicating effort or creating confusion.

With Unily's **multi-layered information architecture** and **Dynamic Audience Builders**, the Flight Centre team can tailor announcements, resources, and even navigation menus. As a result, every worker from HQ to frontline sees only the most relevant information.



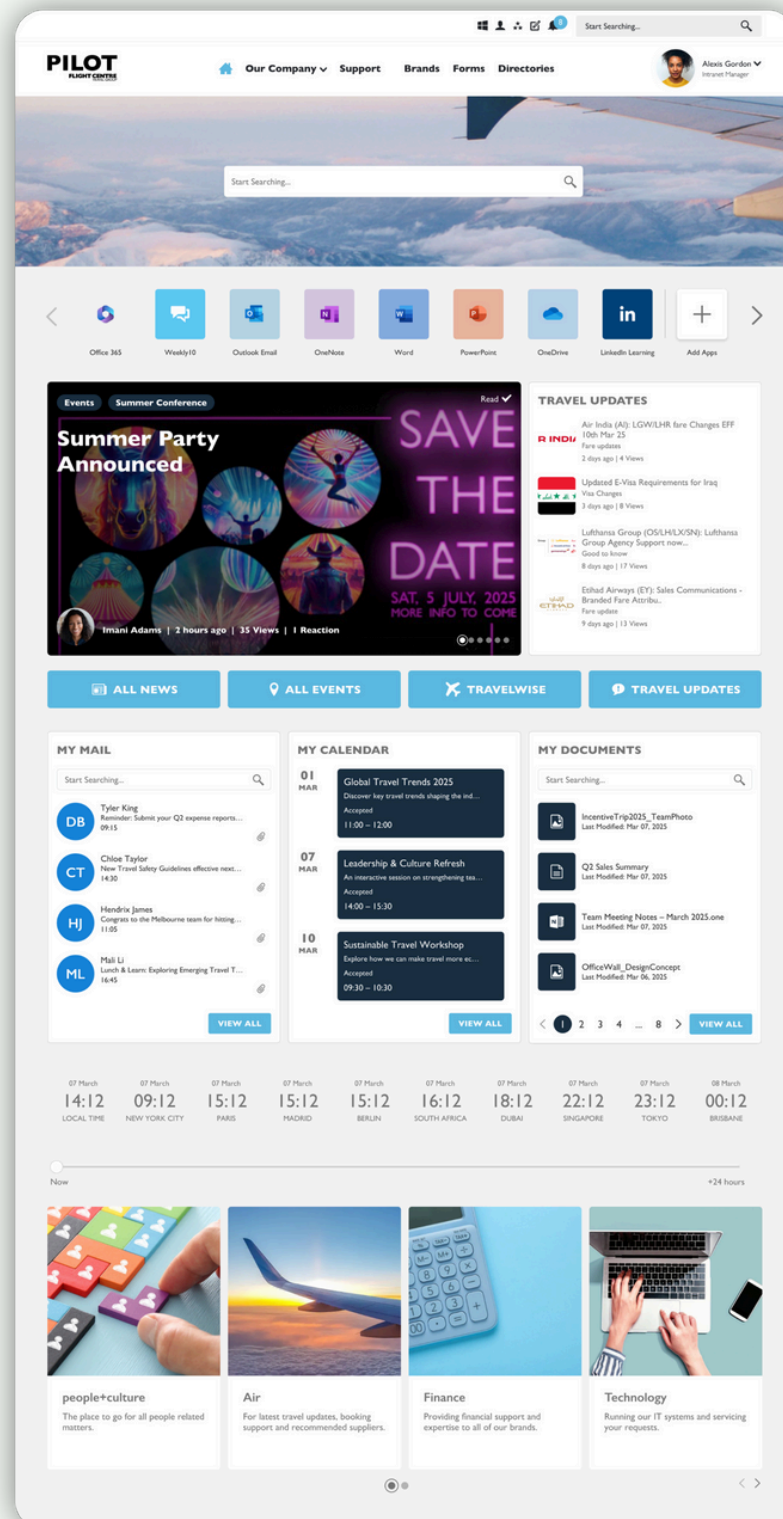
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“Targeting has made it possible for us to segment our intranet, so that different users see different content based on their location. We’ve used content grid variants to create similar pages with slightly different content, so that those based in Germany, for example, see something slightly different to those based in the UK. The result is a resource that is relevant to the end-user and adds real value.”

JESSICA JABBITT, INTERNAL COMMUNICATIONS MANAGER, FLIGHT CENTRE TRAVEL GROUP

User experience that drives engagement

Without adoption, none of the success delivered by Flight Centre could have been realized. With a design-obsessed approach that uses Unily's out-of-the-box capabilities, the team has created a polished, intuitive digital experience that drives user adoption.



Homepage layouts are designed around employee needs, featuring curated news feeds, quick links to tools, and dynamic widgets that surface what matters most. This, along with the fact that the entire experience is mobile-optimized, means employees get a consumer-grade experience.

The **92% adoption rate** clearly proves the value of thoughtful design. Flight Centre also uses **Unily Analytics** to continuously optimize its platform based on user behavior, ensuring the experience keeps getting better.

Outcomes

Like many enterprises, Flight Centre recognizes the potential of an EXP as a strategic business driver. By creating a high-performing digital destination, frontline staff can respond faster to customers, and an empowered workforce can deliver outstanding service.



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“Internal communication is a critical enabler of organisational velocity, and at Flight Centre we’re being really intentional about how we create clarity, connection, and momentum across the business. A smoother employee experience translates into happier, more engaged teams – who in turn create better experiences for customers. You only need to look at Trustpilot to see that our customers love our people, and trust in the product that we offer.”

**RACHAEL KNOWLES, HEAD OF INTERNAL COMMUNICATIONS, EMEA,
FLIGHT CENTRE TRAVEL GROUP.**