

Press Release

Rotable Headsets vs Disposable Headsets – A Sound Investment

With technology taking centre stage at the 2015 WTCE and Aircraft Interiors Expos in Hamburg, airlines are responding to consumer trends and customer needs for inflight connectivity, entertainment and, most importantly comfort.

Airlines are recognising that significant investments have been made in their Inflight Entertainment systems (IFE) to differentiate their product and passenger experience.

Passengers access these IFE systems via Headphones and an integral part of how the passenger interacts, making it important they deliver on every level. Increasingly airlines are seeing that headset technology play an important role in maximising their inflight customer experience in all cabins.

Prestigious Middle Eastern carriers and airlines such as Qantas and Virgin Atlantic recognise that to invest in a quality Rotable Headset is an important point of difference - and therefore, a sound investment - helping to driving customer experience and loyalty.

Matt Rance (CEO of MNH Sustainable Cabin Services) commented “In many instances airlines feel they need to downgrade to a Disposable Headset as a cost-saving exercise. However, with an efficient refurbishing operation the cost per seat of Rotable Headset provision is at least neutral, and in many cases cheaper. The key is having the right Headset Servicing Partner.”

MNH recently worked with a hybrid airline customer who were using Disposable In-Ear Headsets across their fleet and, following the trend of some of the worlds’ leading airlines, are now introducing a Rotable Headset across their longer sectors with associated improvements in customer experience. **Crucially the upgrade to a Rotable Headset has been cost neutral thanks to an efficient Headset servicing provision.**

Disposable Headsets are fine for an hour-long flight or a 20-minute run but research shows airline passengers don’t want something stuck in their ear canal for long periods of time. As well as being uncomfortable, here is overwhelming medical proof that this is not good for ear health.

So if the costs are the same why downgrade your product offering?

Using global best practice MNH is able to reduce financial and environmental wastage in airline supply chains. The whole life headset focus enables airlines to save between 10-20% on their total headset spend. MNH works with airlines such as Jetstar, Virgin, Qantas, Emirates and TUI and are considered the authority on Headset Refurbishment and supply from cradle through to grave.

If you would like to find out more about how our Headset Servicing Provision can help you improve your customer experience, without increasing costs... please contact Matt Rance on 07855 351219 or mrance@mnhscs.com.



Editor’s Notes:

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

Other key members of MNH Sustainable Cabin Services includes Alex Hares (Director UK), Tony Lorrیمان (Director Australasia) and David Cook (Finance Director).

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