

# A sound investment

**Matt Rance** of MNH Sustainable Cabin Services discusses the trends in headset purchasing across the globe with an eye on rotatable versus disposable

**F**ollowing significant investment in inflight entertainment (IFE) systems and content, airlines are increasingly looking at headsets in a bid to differentiate their product and passenger experience.

The move is in recognition that headsets form an integral part of the passenger experience across all cabins and that they are a key factor in Net Promoter Scores (NPS) in IFE.

Looking at current activity, prestigious Middle Eastern carriers and many other premium airlines are investing in higher quality Economy rotatable headsets - not only to gain an important point

of difference - but critically, to benefit from lower costs when compared with single use headset alternatives. Seemingly a win win when NPS in IFE scores are higher for carriers providing banded/rotatable headsets in all cabins.

In some instances airlines see downgrading to a disposable headset as a cost-saving exercise. However, with an efficient servicing operation the cost per seat of rotatable headset provision is at least neutral, and in most cases, cheaper. The key is having the right headset servicing process.

Here at MNH we recently worked with a hybrid airline client looking to upgrade its onboard product offering on longer sectors as part of a drive to differentiate from budget carriers.

We are also seeing a desire to reduce onboard waste, reflecting passengers' environmental aspirations. This not only means a drive away from disposable items but also an aspiration to remove or reduce associated packaging.

At MNH we currently have some exciting packaging projects trialling with key clients, which could change how headsets are presented onboard.

The drive for sustainability is evident in



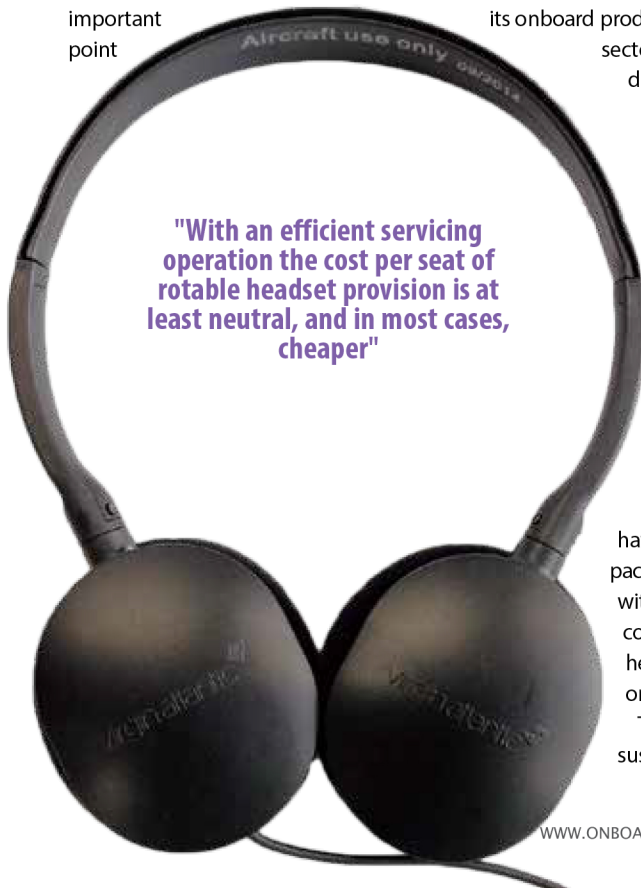
the increasing need for transparency in production methods, both environmentally and ethically.

In hardware terms, trends show the emergence of onboard tablet use and several new systems have resulted in changes in the technical headset specifications around resistance or (impedance) effecting audio volume. With tablets struggling from a lack of volume and some imbedded systems with too much volume - many airlines are seeking headsets compatible with all hardware.

In addition to a resurgence in rotatable headsets for airlines with a premium onboard IFE offering in all cabins, future trends are likely to feature wireless technology and even virtual reality.

Both are currently being trialled in several First offerings in the endless pursuit of higher NP IFE scores.

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## Profile

Established in 1993, MNH provides headset, amenity kit and laundry servicing solutions worldwide. It focuses on greener business practices and offers fixed cost per seat options for its services. [www.mnhscs.com](http://www.mnhscs.com)

**Pictured:** Main: Virgin Atlantic headset Above: Emirates headset