Initial post

◄ Summary Post

Initial Post ►

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Settings

Initial post

by Saleh Almarzooqi - Sunday, 17 August 2025, 8:48 PM

The restructuring of industries by Industry 5.0 is ensuring its human-centeredness, sustainability, and resiliency instead of over-dependence on technology, which was witnessed in Industry 4.0. Significant evidence of this change is the crash of a failure of critical information system in the airline industry, which resulted in high costs to the customers as well as the company (Metcalf, 2024).

In the year 2017, British Airways experienced a massive collapse of its IT systems that disrupted its flight services in a widespread manner. This power outage that took place in a data centre delayed flights, and more than 700 flights were cancelled, which affected the plans of more than 75,000 passengers (Voss, 2021). The consequences of this failure were very extensive, and the customers were to face delays, missed connections, and, in some instances, being stranded without imminent solutions. The reputational loss was massive as BA was reprimanded because it did not have a contingency plan and had poor communication with customers in the course of the crisis.

BA suffered enormous economic revenue losses not only because of the direct expenses incurred since the cancellations, but also on the basis of the compensations that had to be made to the passengers. The airline had to pay for hotel accommodations and refund other travel expenses to the affected persons as well (Smith, 2021). Moreover, the incident will probably have a long-term reputational expense that may contribute to the fact that customer loyalty is reduced and can be harder to measure, but it can play a significant role in the Industry 5.0 environment.

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