AirAsia

Air Asia

EXECUTIVE SUMMARY

To sum up, this talk has highlighted the evolution of AirAsia from a small carrier into a massive digital "Super App" ecosystem spanning travel, delivery, fintech, and logistics. The speakers also shared insights about the working culture in AirAsia, characterized by a flat hierarchy and a focus on ownership through Agile methodologies like daily standups and rigorous code reviews. Other than that, this talk also outlined clear career trajectories from apprenticeships to specialized roles in Front-end (ReactJS), Back-end (Java/NodeJS), and Cloud/SRE (GCP). Additionally, the talk also gives some practical strategies for remote work productivity, emphasizing the importance of physical boundaries, morning rituals, and leveraging team diversity for remote working. Last but not least, this talk also emphasizes the characteristics needed for an interns such as continuous learning, a positive mindset, and a person's interest in the field of technology.

INTRODUCTION

AirAsia is a Malaysian airline that started its journey in 2001. AirAsia started with 200 employees and two aircraft with Mr. Tony Fernandes and Kamarudin bin Meranun coming with a huge vision of building a low-cost carrier of the region to make flying affordable to the people. Initially, they started with Malaysia and they expanded into Southeast Asia and ASEAN countries as their target audience. Now, AirAsia has stayed true to its purpose with the tagline "Now Everyone Can Fly". After 15 years of existence, AirAsia started to look at embracing digital transformation and technology with the first airline to make flight booking available online in Southeast Asia.

SERVICES OFFERED

Airasia.com provides a variety of digital services, such as travel, deliveries, and AirAsia features, on one platform. It allows users to book flights, hotels, and health and travel packages, as well as purchase travel insurance and manage bookings easily. Besides that, they provide rides, food and parcel delivery, and e-commerce shopping for lifestyle and duty-free products. It also integrates digital payment and wallet services through BigPay. Customers can enable cashless payments, insurance, and loyalty points and also exchange different country currencies.

WORKING CULTURE IN AIRASIA

The working culture at AirAsia is based on the "no-sir culture." This ensures a friendly, cooperative, and innovative work environment. All employees of AirAsia are known as "Allstars." This is because every individual is an essential part of the success of the company. This culture promotes teamwork, mutual respect, agility, and a strong sense of ownership.

CAREER PATH IN SOFTWARE ENGINEER

#Frontend Developer
#Backend Developer
#DevOps/SRE
#Data Engineer
#Data Scientist
#Tester
#Business Analyst

AGILE MODEL

The Agile model in the AirAsia software development process provides flexibility, collaboration, and improvement. Projects are well planned with goals and timelines. Daily standup meetings for the developers to share progress. Periodic code reviews are conducted to maintain code quality and performance and to share knowledge among team members. Last but not least, well defined processes help to ensure efficient development and high-quality digital products.

DEBUNKING WORK FROM HOME (WFH) MYTHS

- We need to dress up properly because most of the communication requires us to turn on our camera.
- We will have more time since there is no morning commute, but we still need to use the time properly.
- It is not necessarily hard to build connections with coworkers because the company will have onboarding sessions to guide new employees.
- it does not necessarily mean you will become less productive and less accountable, it depends on how you handle your job.

WFM TIPS

- We need to have a specific physical workspace to ensure that we can focus on our work.
- Setting up a routine, for example having a coffee before starting our daily work.
- Regular communication with coworkers can increase productivity.
- We need to block our calendar to avoid meeting fatigue.
- Reserving time for social interaction with our coworkers such as having casual chats to build connections between each other.
- We also need to switch off at the end of the day to separate our personal time from our working time.

DIVERSITY IN AIRASIA

Employees at AirAsia come from more than 25 countries. The different backgrounds give them different ways of thinking and problem-solving skills. Therefore, this allows us to learn from them, so that we can grow and provide better solutions in the future.

REFLECTION

From this industry talk, we learned that Information Communication Technology (ICT) plays a critical role in supporting business operations and customer experiences such as travel, flight booking system, and AirAsia features. This talk showed that AirAsia has evolved from a traditional airline into a digital Super App by leveraging ICT in various areas. This highlights that ICT is not only about coding but solving real-world problem and improving customer experiences. This talk inspired me to see ICT as a field where technical skills, teamwork, and continuous learning can create a real impact in modern industries.

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