

airline crisis management

AAR – After-Action Review. Related terms: debrief, lessons learned. A structured analysis conducted after an incident to identify what happened, why it happened, and how future responses can improve. Example: reviewing a flight disruption caused by a sudden strike. Application: informs updates to contingency plans. Challenge: obtaining candid feedback under time pressure.

ABR – Airline Business Resilience. Related terms: risk management, continuity planning. The capacity of an airline to absorb shocks while maintaining core operations. Example: a carrier that swiftly reallocates aircraft after a hub closure. Application: guides investment in flexible fleet strategies. Challenge: balancing cost with resilience investments.

ACC – Airline Crisis Communication. Related terms: stakeholder management, media relations. The coordinated dissemination of accurate information to passengers, regulators, and the public during a disruption. Example: a live dashboard updating passengers during a weather-related shutdown. Application: preserves brand trust. Challenge: managing misinformation on social media.

ADR – Alternative Dispute Resolution. Related terms: mediation, arbitration. Processes used to settle conflicts arising from crisis situations, such as compensation disputes. Example: using mediation to resolve a mass-cancellation lawsuit. Application: reduces litigation costs. Challenge: ensuring fairness while maintaining operational focus.

AIR – Airline Incident Report. Related terms: safety report, regulatory filing. A formal document submitted to aviation authorities detailing the cause and impact of an event. Example: filing an AIR after a runway incursion. Application: supports regulatory compliance and safety improvements. Challenge: compiling accurate data under duress.

ALC – Airline Leadership Committee. Related terms: crisis team, executive board. A senior group responsible for strategic decision-making during emergencies. Example: the ALC convenes to approve a fleet grounding. Application: centralises authority for swift action. Challenge: coordinating members across time zones.

APU – Auxiliary Power Unit. Related terms: ground power, engine start. The small engine that supplies electricity and bleed air when main engines are off. Example: APU failure during a delayed take-off leads to passenger inconvenience. Application: essential for on-ground operations. Challenge: maintaining reliability under high utilization.

ATC – Air Traffic Control. Related terms: tower, radar. The service that manages aircraft movements in the airspace and on the ground. Example: ATC imposes a ground stop due to severe weather. Application: vital coordination point in crisis response. Challenge: limited capacity during peak disruptions.

AVSEC – Airport Security. Related terms: screening, threat assessment. Procedures and technologies that

protect the airport environment from unlawful interference. Example: heightened AVSEC measures after a bomb threat. Application: reduces risk of security-related crises. Challenge: balancing security with passenger flow efficiency.

BCM – Business Continuity Management. Related terms: continuity planning, disaster recovery. A framework ensuring that critical airline functions can continue or be restored quickly after a disruption. Example: a BCM plan activates backup crew rosters after a pandemic outbreak. Application: minimizes revenue loss. Challenge: keeping plans current with evolving threats.

BFU – Board Flight Unit. Related terms: flight deck, crew resource. The designated group of pilots responsible for assessing operational feasibility during a crisis. Example: BFU evaluates whether a diverted flight can land safely under severe weather. Application: supports safety-first decisions. Challenge: limited availability of senior crew during large-scale events.

BRM – Brand Reputation Management. Related terms: public perception, crisis communication. Strategies to protect and restore an airline's image after adverse events. Example: launching a compensation program after a data breach. Application: sustains customer loyalty. Challenge: measuring long-term reputation impact.

CAPEX – Capital Expenditure. Related terms: investment, asset acquisition. Funds used to acquire or upgrade aircraft, IT systems, or infrastructure. Example: allocating CAPEX for a new fleet to improve operational flexibility. Application: supports long-term resilience. Challenge: aligning spending with unpredictable crisis costs.

CAV – Crisis Action Visibility. Related terms: situational awareness, dashboard. The degree to which decision-makers can monitor ongoing response activities. Example: a real-time CAV interface shows aircraft positions during a snowstorm. Application: enhances coordination. Challenge: integrating data from disparate sources.

CCAR – Continuity and Crisis Action Review. Related terms: post-incident analysis, lessons learned. A systematic review conducted after a major disruption to assess response effectiveness. Example: CCAR of a volcanic ash event leads to revised rerouting protocols. Application: drives continuous improvement. Challenge: allocating resources for thorough review.

CCK – Customer Care Knowledgebase. Related terms: FAQ, self-service portal. Centralised repository of information used by call-center agents during crises. Example: updating the CCK with new refund policies after a strike. Application: improves response speed. Challenge: keeping content accurate in fast-changing situations.

CDO – Chief Data Officer. Related terms: data governance, analytics. Executive responsible for data integrity and usage across the airline. Example: CDO oversees passenger data protection during a cyber-attack. Application: ensures compliance with privacy regulations. Challenge: balancing data accessibility with security during emergencies.

CEOC – Chief Executive Operations Committee. Related terms: crisis team, senior leadership. Group that

makes high-level operational decisions in a crisis. Example: CEOC authorises a temporary suspension of low-cost routes to reallocate aircraft. Application: aligns strategy with operational reality. Challenge: rapid consensus building under pressure.

CFI – Critical Flight Incident. Related terms: safety event, near miss. An event that threatens flight safety and requires immediate investigation. Example: a CFI involving a runway overrun during heavy rain. Application: triggers emergency response protocols. Challenge: swift data collection while ensuring passenger safety.

CGM – Crew Gap Management. Related terms: crew scheduling, fatigue risk. The process of identifying and filling crew shortages that arise during disruptions. Example: using reserve pilots to cover cancelled flights after a hurricane. Application: maintains flight schedule integrity. Challenge: limited pool of qualified crew in remote locations.

CI – Critical Infrastructure. Related terms: airports, navigation systems. Assets essential for the operation of the airline, whose failure can cause systemic crises. Example: a failure of the ILS at a major hub. Application: prioritises protection and redundancy planning. Challenge: high cost of building redundant systems.

CIA – Confidentiality, Integrity, Availability. Related terms: information security, cyber risk. Core principles governing data protection in airline operations. Example: ensuring passenger data remains confidential during a ransomware attack. Application: guides security controls. Challenge: maintaining availability while mitigating threats.

CIR – Crisis Incident Report. Related terms: documentation, regulatory filing. Detailed account of a crisis event submitted to authorities and internal stakeholders. Example: CIR filed after a major system outage. Application: supports accountability and future prevention. Challenge: compiling accurate details amidst chaos.

CMP – Crisis Management Plan. Related terms: SOP, emergency response. A comprehensive document outlining roles, procedures, and resources for handling crises. Example: CMP includes protocols for pandemic response. Application: provides a ready-to-activate framework. Challenge: keeping the plan relevant to emerging threats.

COA – Course of Action. Related terms: decision-making, scenario analysis. A specific set of steps chosen to address a crisis situation. Example: COA to divert flights to alternate airports during volcanic ash. Application: guides operational execution. Challenge: evaluating trade-offs quickly.

CRP – Crisis Response Protocol. Related terms: SOP, emergency checklist. The set of immediate actions to stabilize a situation. Example: CRP for handling an onboard fire includes evacuation and communication steps. Application: ensures consistent response. Challenge: staff training across all locations.

CSR – Corporate Social Responsibility. Related terms: stakeholder engagement, sustainability. Airline initiatives that address social and environmental impacts, especially during crises. Example: providing free meals to stranded passengers after a flood. Application: enhances public goodwill. Challenge: measuring impact and aligning with business goals.

CTO – Chief Technology Officer. Related terms: IT strategy, digital transformation. Executive overseeing technology systems that support airline operations. Example: CTO leads recovery of reservation systems after a cyber incident. Application: ensures technology resilience. Challenge: rapid restoration of critical systems.

CUT – Crisis Utility Tracker. Related terms: performance metrics, dashboard. Tool that monitors key indicators such as on-time performance, passenger sentiment, and financial loss during a crisis. Example: CUT shows a spike in missed connections during a strike. Application: informs tactical adjustments. Challenge: data latency and accuracy.

DAS – Decision-Aid System. Related terms: analytics, support tool. Software that provides scenario-based recommendations to crisis managers. Example: DAS suggests optimal aircraft re-allocation after a hub closure. Application: speeds up evidence-based decisions. Challenge: reliance on quality of input data.

DBA – Database Administrator. Related terms: data integrity, backup. Professional responsible for maintaining the airline's data stores. Example: DBA restores passenger reservation data after a server crash. Application: protects critical operational information. Challenge: ensuring minimal downtime during recovery.

DCM – Disruption Control Matrix. Related terms: impact assessment, mitigation plan. A visual tool that maps potential disruptions to corresponding control measures. Example: DCM links a snowstorm to crew re-roster actions. Application: aids proactive planning. Challenge: keeping matrix updated with new risk factors.

DEI – Diversity, Equity, Inclusion. Related terms: workforce, culture. Policies ensuring fair treatment of all employees, critical during crisis staffing decisions. Example: DEI considerations when selecting crew for emergency assignments. Application: promotes morale and compliance. Challenge: avoiding bias under time pressure.

DRP – Disaster Recovery Plan. Related terms: business continuity, IT resilience. Blueprint for restoring IT systems after a catastrophic event. Example: DRP activates alternate data centers after a flood damages the primary hub. Application: limits operational downtime. Challenge: testing recovery processes without disrupting service.

DSC – Dynamic Seat Control. Related terms: revenue management, load factor. Real-time adjustment of seat inventory to respond to demand spikes during crises. Example: increasing premium seat availability after a competitor cancels flights. Application: maximises revenue under constrained capacity. Challenge: balancing fairness with profitability.

DTM – Decision-Timing Matrix. Related terms: urgency, impact. Framework that helps crisis managers prioritize actions based on how quickly a decision must be made and its potential effect. Example: DTM places runway closure decisions in the high-urgency, high-impact quadrant. Application: prevents analysis paralysis. Challenge: accurately assessing impact under uncertainty.

ECO – Economic Contingency Outlook. Related terms: forecasting, scenario planning. Projection of financial performance under various crisis scenarios. Example: ECO predicts a 15% revenue dip if a strike extends

beyond two weeks. Application: guides budgeting and stakeholder communication. Challenge: integrating volatile external variables.

EDR – Emergency Data Recorder. Related terms: flight data recorder, black box. Device that captures critical flight parameters during abnormal events. Example: EDR analysis helps determine cause of an in-flight turbulence incident. Application: supports safety investigations. Challenge: ensuring data retrieval under harsh conditions.

EFM – Emergency Flight Management. Related terms: ATC coordination, diversion. Procedures for handling flights that encounter emergencies en route. Example: EFM directs a plane to the nearest suitable airport after an engine anomaly. Application: safeguards passengers and crew. Challenge: limited airport capacity during widespread crises.

ELM – Emergency Liaison Manager. Related terms: stakeholder coordination, communication hub. Person responsible for interfacing with regulators, media, and partner airlines during a crisis. Example: ELM provides daily briefings to aviation authorities after a system outage. Application: centralises information flow. Challenge: managing multiple, sometimes conflicting, stakeholder demands.

EMC – Emergency Management Center. Related terms: command post, crisis hub. Physical or virtual location where crisis response is coordinated. Example: EMC activates a virtual command center during a pandemic when staff are remote. Application: consolidates resources and decision-making. Challenge: maintaining connectivity and security.

EMR – Emergency Maintenance Release. Related terms: fast-track, airworthiness. Process that allows aircraft to return to service quickly after minor faults during a crisis. Example: EMR permits a plane with a non-critical avionics issue to resume flights after a short inspection. Application: reduces capacity loss. Challenge: ensuring safety is not compromised.

ERP – Enterprise Resource Planning. Related terms: integration, workflow. Software suite that unifies finance, HR, and operations data. Example: ERP provides real-time financial impact metrics during a crisis. Application: enhances visibility across departments. Challenge: aligning modules with crisis-specific needs.

ESG – Environmental, Social, Governance. Related terms: sustainability, stakeholder value. Framework assessing airline performance on non-financial criteria, increasingly relevant during crises. Example: ESG reporting highlights carbon-offset initiatives after a volcanic disruption. Application: supports investor confidence. Challenge: quantifying social impacts during emergencies.

ETOPS – Extended-Range Twin-Engine Operations. Related terms: diversion, fuel planning. Certification that allows twin-engine aircraft to operate farther from suitable airports. Example: ETOPS enables a flight to reroute over oceans when a hub is closed. Application: enhances operational flexibility. Challenge: strict maintenance and crew requirements.

FAIR – Financial Allocation for Incident Response. Related terms: budgeting, reserve fund. Pre-designated capital set aside to cover costs arising from crises. Example: FAIR funds cover passenger re-booking expenses after a system failure. Application: prevents ad-hoc financial strain. Challenge: determining

appropriate reserve levels.

FAR – Federal Aviation Regulations. Related terms: compliance, safety standards. U.S. rules governing civil aviation. Example: FAR Part 121 outlines airline operational requirements during emergencies. Application: provides legal baseline for crisis actions. Challenge: aligning international operations with multiple regulatory regimes.

FBO – Fixed-Base Operator. Related terms: ground services, charter. Companies that provide services such as fueling, hangaring, and maintenance at airports. Example: FBO coordination is critical when commercial gates are unavailable. Application: supports ancillary operations during disruptions. Challenge: limited FBO capacity in remote locations.

FCM – Flight Crew Management. Related terms: rostering, fatigue monitoring. Oversight of pilot and cabin crew schedules, especially under crisis-induced changes. Example: FCM reallocates crews to cover cancelled flights after a labor dispute. Application: maintains regulatory compliance. Challenge: avoiding crew fatigue while meeting demand.

FDIR – Flight Data Incident Review. Related terms: post-flight analysis, safety. Examination of flight data to identify root causes of incidents. Example: FDIR of a turbulence event leads to revised seat-belt policies. Application: drives safety enhancements. Challenge: extracting relevant data quickly.

FIR – Flight Information Region. Related terms: airspace, ATC jurisdiction. A defined area of airspace in which a particular ATC authority provides flight information and alerting services. Example: FIR boundaries shift during a crisis to manage traffic flow. Application: ensures coordinated control. Challenge: cross-border coordination during large-scale events.

FME – Flight Management Exception. Related terms: deviation, flight plan. Authorized deviation from a standard flight plan due to extraordinary circumstances. Example: FME allows a flight to bypass a congested airspace after a natural disaster. Application: maintains safety and efficiency. Challenge: obtaining rapid approvals.

FOD – Foreign Object Debris. Related terms: runway safety, inspection. Any stray object on the airfield that could damage aircraft. Example: FOD removal becomes urgent after a storm deposits debris on runways. Application: prevents damage and delays. Challenge: rapid detection in adverse weather.

FRAC – Financial Risk Allocation Committee. Related terms: risk sharing, insurance. Group that decides how financial losses from crises are distributed among stakeholders. Example: FRAC determines compensation split between airline and airport after a blackout. Application: clarifies accountability. Challenge: negotiating equitable terms under pressure.

FTL – Freight Transfer Logistics. Related terms: cargo handling, supply chain. Management of cargo movements when passenger flights are disrupted. Example: FTL reroutes high-value freight to alternative carriers after a strike. Application: preserves revenue and customer trust. Challenge: limited cargo capacity on backup flights.

GAP – Ground Access Plan. Related terms: passenger transport, intermodal. Strategy for moving passengers between airports and cities when normal ground services are unavailable. Example: GAP activates shuttle buses after a rail strike. Application: maintains connectivity. Challenge: coordinating with local authorities.

GCMS – Global Crisis Management System. Related terms: platform, integration. Enterprise-wide software that consolidates incident data, communication tools, and resource tracking. Example: GCMS alerts all relevant departments during a cyber-attack. Application: streamlines response. Challenge: ensuring user adoption across diverse teams.

GRC – Governance, Risk, and Compliance. Related terms: oversight, policy. Framework that aligns an airline's operations with regulatory and internal standards. Example: GRC audits verify that crisis procedures meet aviation authority requirements. Application: reduces legal exposure. Challenge: integrating GRC with fast-moving crisis actions.

HADR – Humanitarian Assistance and Disaster Relief. Related terms: emergency response, charter. Airline operations that support relief efforts after natural disasters. Example: HADR missions transport medical supplies to affected regions. Application: enhances corporate social responsibility. Challenge: balancing relief flights with commercial commitments.

HRM – Human Resources Management. Related terms: staffing, welfare. Administration of employee relations, especially critical when workforce availability fluctuates during crises. Example: HRM implements flexible work arrangements after a pandemic surge. Application: sustains operational capacity. Challenge: maintaining morale under stress.

IBS – Integrated Booking System. Related terms: reservations, API. Central platform for managing passenger bookings across multiple sales channels. Example: IBS must remain functional during a system-wide outage. Application: ensures continuity of sales. Challenge: safeguarding against single-point failures.

ICM – Incident Command Model. Related terms: hierarchy, roles. Structured approach that defines command levels and responsibilities during an emergency. Example: ICM assigns an Incident Commander, Operations Section Chief, and Logistics Section Chief. Application: clarifies authority. Challenge: adapting the model to airline-specific contexts.

IDA – Impact Data Analytics. Related terms: metrics, dashboard. Analytical tools that quantify the operational and financial effects of a crisis. Example: IDA shows a 20% drop in load factor after a regional shutdown. Application: informs recovery strategies. Challenge: data quality during rapid changes.

IEC – International Emergency Coordination. Related terms: ICAO, cross-border. Collaborative mechanisms among airlines, regulators, and airports worldwide to manage transnational crises. Example: IEC facilitates joint runway usage during a volcanic eruption affecting multiple countries. Application: promotes harmonised response. Challenge: differing national regulations.

IFR – Instrument Flight Rules. Related terms: navigation, clearance. Set of regulations governing flight when visual reference is insufficient. Example: IFR procedures are essential during fog-induced visibility loss. Application: maintains safety in low-visibility conditions. Challenge: increased ATC workload during

widespread IFR conditions.

IGS – Incident Governance Structure. Related terms: oversight, board. The organizational framework that defines accountability for crisis decisions. Example: IGS includes a board chair, legal counsel, and risk officer. Application: ensures transparent decision-making. Challenge: avoiding bureaucratic delays.

ILC – Incident Liaison Coordinator. Related terms: communication, stakeholder. Person who manages dialogue between the airline and external parties during a crisis. Example: ILC updates airport authorities on expected arrival times after a system outage. Application: reduces misunderstandings. Challenge: handling multiple simultaneous inquiries.

IMC – Incident Management Console. Related terms: interface, real-time. Software dashboard that displays live status of flights, resources, and communications. Example: IMC alerts managers to a surge in passenger complaints after a delay. Application: centralises situational awareness. Challenge: ensuring data refresh rates are sufficient.

IRP – Incident Response Plan. Related terms: cybersecurity, SOP. Document that outlines steps to detect, contain, and remediate security incidents. Example: IRP guides the isolation of compromised reservation servers. Application: limits breach impact. Challenge: keeping the plan up to date with evolving threats.

ISA – International Standards Association. Related terms: ICAO, harmonisation. Body that develops global aviation standards, influencing crisis protocols. Example: ISA recommendations shape emergency evacuation procedures. Application: promotes uniform safety. Challenge: reconciling regional variations.

ISO – International Organization for Standardization. Related terms: quality management, ISO 9001. Sets standards that many airlines adopt for process consistency. Example: ISO certification assists in demonstrating robust crisis management. Application: facilitates audit readiness. Challenge: aligning ISO processes with fast-paced crisis actions.

ITIL – Information Technology Infrastructure Library. Related terms: service management, best practices. Framework for managing IT services, crucial when digital systems fail. Example: ITIL incident categories help prioritize recovery tasks after a server crash. Application: improves IT response efficiency. Challenge: adapting ITIL to airline-specific workflows.

ITRM – Incident Tracking and Reporting Matrix. Related terms: log, KPI. Tool that records each crisis event, responsible parties, and resolution status. Example: ITRM tracks 15 incidents during a major snowstorm. Application: facilitates post-event analysis. Challenge: maintaining completeness under pressure.

JIT – Just-In-Time. Related terms: inventory, supply chain. Strategy of delivering resources exactly when needed, reducing storage costs. Example: JIT spare parts delivery to an airport after a mechanical failure. Application: optimises logistics. Challenge: vulnerability to transport disruptions.

KPI – Key Performance Indicator. Related terms: metric, dashboard. Quantifiable measure used to assess the effectiveness of crisis response. Example: KPI of average passenger re-booking time during a system outage. Application: drives performance improvement. Challenge: selecting indicators that reflect true impact.

LCC – Low-Cost Carrier. Related terms: business model, price sensitivity. Airline that offers minimal frills, often more vulnerable to revenue shocks during crises. Example: LCC experiences higher cancellation rates during a pandemic. Application: informs tailored resilience strategies. Challenge: limited cash reserves.

LDI – Logistics Disruption Index. Related terms: supply chain, risk score. Metric that quantifies the severity of logistical interruptions. Example: LDI spikes to 80% during a port strike. Application: triggers escalation procedures. Challenge: integrating data from multiple logistics partners.

LMS – Learning Management System. Related terms: training, e-learning. Platform used to deliver crisis-response training to staff. Example: LMS hosts a module on emergency passenger communication. Application: ensures consistent knowledge. Challenge: rapid content updates during evolving crises.

LOP – Loss of Power. Related terms: blackout, outage. Event where electrical supply is interrupted, affecting airport operations. Example: LOP at a hub forces gate closures and flight cancellations. Application: activates backup generators and contingency plans. Challenge: coordinating multiple systems to restore power.

LRU – Line Replaceable Unit. Related terms: component, maintenance. Modular part that can be quickly swapped on an aircraft. Example: Replacing a faulty LRU during a turnaround reduces delay. Application: speeds up fault rectification. Challenge: inventory management for spares under crisis demand.

MAN – Maintenance Action Notice. Related terms: bulletin, directive. Official communication that mandates specific maintenance actions. Example: MAN issued for a wing-flap issue after an incident. Application: ensures compliance and safety. Challenge: rapid dissemination to all affected aircraft.

MDM – Master Data Management. Related terms: data quality, governance. Practices that ensure critical data (e.g., passenger records) is accurate and consistent. Example: MDM prevents duplicate bookings during a system glitch. Application: supports reliable operations. Challenge: reconciling data from legacy systems.

MEL – Minimum Equipment List. Related terms: airworthiness, limitations. Document that outlines equipment that may be inoperative while still permitting flight. Example: MEL permits a flight to depart with a non-essential galley component inoperative. Application: maintains safety while preserving schedule. Challenge: interpreting MEL provisions under pressure.

MIKP – Mission-Critical Infrastructure Protection. Related terms: resilience, cyber security. Strategies to safeguard assets whose failure would cripple airline operations. Example: MIKP includes hardening of reservation servers. Application: reduces systemic risk. Challenge: allocating resources across numerous critical assets.

MLR – Maximum Load Ratio. Related terms: capacity, utilisation. Percentage of an aircraft's capacity that is filled, used to gauge efficiency during crises. Example: MLR drops to 45% after a major route suspension. Application: informs load-balancing decisions. Challenge: balancing profitability with service obligations.

MRP – Material Requirements Planning. Related terms: inventory, supply chain. System that calculates the materials needed for maintenance and operations. Example: MRP adjusts spare parts orders after a sudden increase in aircraft on ground. Application: prevents stockouts. Challenge: forecasting under volatile

demand.

MSA – Mutual Support Agreement. Related terms: partnership, code-share. Contractual arrangement where airlines assist each other during disruptions. Example: MSA allows Airline A to use Airline B's aircraft during a fleet grounding. Application: enhances operational flexibility. Challenge: aligning regulatory approvals.

MTBF – Mean Time Between Failures. Related terms: reliability, maintenance. Average interval between system failures, used to predict equipment reliability. Example: High MTBF for engines reduces unscheduled maintenance during a crisis. Application: informs spare parts planning. Challenge: variability across aircraft types.

MTTR – Mean Time To Repair. Related terms: downtime, recovery. Average time required to fix a failed component. Example: Reducing MTTR for avionics improves on-time performance after a technical glitch. Application: speeds up recovery. Challenge: dependency on skilled technicians.

NAP – Network Availability Plan. Related terms: route planning, redundancy. Strategy that ensures alternative routing options are ready when primary paths are disrupted. Example: NAP activates secondary hubs when a storm closes the main airport. Application: preserves network connectivity. Challenge: managing additional operational costs.

NCAR – Non-Compliance Action Report. Related terms: audit, corrective action. Document that records instances where procedures were not followed during a crisis. Example: NCAR filed after a crew missed a safety checklist during a rushed turnaround. Application: drives remediation. Challenge: encouraging honest reporting.

NDM – Network Disruption Management. Related terms: contingency, hub-spoke. Processes for handling widespread route interruptions. Example: NDM coordinates re-allocation of aircraft across the network after a pandemic lockdown. Application: minimises overall impact. Challenge: complexity of multi-airport coordination.

NGO – Non-Governmental Organization. Related terms: humanitarian, partnership. Entities that may collaborate with airlines during disaster relief efforts. Example: NGO partners with an airline to transport vaccines to remote areas. Application: expands relief capacity. Challenge: aligning operational standards.

NICT – National Incident Coordination Team. Related terms: government, emergency services. Group that orchestrates response across sectors within a country. Example: NICT works with airlines during a national airspace shutdown. Application: ensures unified command. Challenge: integrating private-sector priorities.

NLU – Natural Language Understanding. Related terms: AI, chatbots. Technology that enables automated systems to interpret passenger inquiries. Example: NLU powers a virtual assistant that provides real-time updates during a delay. Application: reduces call-center load. Challenge: handling ambiguous or urgent queries.

NRF – National Retail Federation. Related terms: partnership, loyalty. Not directly an airline body but often referenced in crisis-related loyalty program discussions. Example: Aligning airline loyalty offers with NRF

guidelines during a holiday surge. Application: enhances cross-industry coordination. Challenge: differing objectives.

NSC – National Security Council. Related terms: government, threat assessment. Body that may issue directives affecting airline operations during security incidents. Example: NSC orders increased screening after a credible threat. Application: ensures compliance with national security measures. Challenge: rapid implementation across multiple airports.

NTM – Network Traffic Management. Related terms: flow control, ATC. Systems that regulate aircraft movements to avoid congestion. Example: NTM adjusts slot allocations during a runway closure. Application: maintains orderly traffic. Challenge: balancing efficiency with safety margins.

OCM – Operational Crisis Management. Related terms: SOP, emergency response. The day-to-day handling of incidents affecting flight operations. Example: OCM activates extra crew pools after a sudden pilot shortage. Application: sustains service continuity. Challenge: coordinating across departments.

ODC – Operational Data Center. Related terms: IT, hosting. Facility that houses critical airline systems such as reservations and flight planning. Example: ODC implements redundant power supplies to mitigate LOP risk. Application: protects core operations. Challenge: high capital costs for redundancy.

OEM – Original Equipment Manufacturer. Related terms: supplier, parts. Company that produces aircraft or component parts. Example: OEM provides expedited replacement parts after a fleet grounding. Application: ensures compatibility and safety. Challenge: lead times during global shortages.

OPL – Operational Loss. Related terms: financial impact, revenue. Monetary loss incurred due to disrupted operations. Example: OPL calculated at \$5 million after a three-day airport shutdown. Application: informs insurance claims. Challenge: accurate attribution of loss causes.

OTIF – On-Time In-Full. Related terms: performance metric, KPI. Measure of how many flights depart/arrive on schedule and with all booked passengers. Example: OTIF drops to 68% during a severe snowstorm. Application: tracks service quality. Challenge: external factors beyond airline control.

PAO – Passenger Assistance Officer. Related terms: customer service, ground staff. Staff member dedicated to helping passengers during disruptions. Example: PAO sets up a temporary lounge after a system outage. Application: maintains customer satisfaction. Challenge: scaling staff levels quickly.

PCI – Passenger Compensation Initiative. Related terms: regulation, EU261. Program that automates entitlement calculations and payouts after flight delays. Example: PCI processes refunds for 12,000 affected passengers after a strike. Application: speeds up compensation. Challenge: ensuring compliance across jurisdictions.

PDCA – Plan-Do-Check-Act. Related terms: continuous improvement, quality. Iterative management method applied to crisis response cycles. Example: PDCA used to refine evacuation procedures after a drill. Application: fosters learning. Challenge: maintaining momentum post-crisis.

PEM – Passenger Experience Management. Related terms: CX, loyalty. Oversight of all touchpoints affecting traveler satisfaction, especially critical during disruptions. Example: PEM launches a proactive messaging campaign during a flight cancellation wave. Application: mitigates brand damage. Challenge: aligning messaging across channels.

PFM – Performance Funding Model. Related terms: budgeting, incentive. Financial structure that ties resource allocation to operational outcomes. Example: PFM rewards departments that restore OTIF quickly after a crisis. Application: drives efficiency. Challenge: setting fair performance targets.

PGM – Program Governance Model. Related terms: oversight, charter. Framework that defines authority and responsibilities for large-scale projects, such as implementing a new crisis platform. Example: PGM assigns a steering committee for GCMS rollout. Application: ensures alignment. Challenge: avoiding scope creep.

PID – Process Incident Documentation. Related terms: log, traceability. Detailed record of each step taken during an incident. Example: PID captures the timeline of a cyber breach response. Application: supports audit and learning. Challenge: maintaining completeness under time pressure.

PLC – Product Life Cycle. Related terms: asset management, retirement. Stages an aircraft or system passes through, influencing replacement timing. Example: PLC analysis informs decisions to retire older aircraft before a major regulatory change. Application: optimises fleet composition. Challenge: forecasting future regulatory impacts.

PNR – Passenger Name Record. Related terms: reservation, data. Digital file containing a passenger's itinerary and personal data. Example: PNR integrity is critical during a system outage; backup restores lost records. Application: enables re-booking and communication. Challenge: protecting privacy during breaches.

POC – Point of Contact. Related terms: liaison, communication. Designated individual for specific stakeholder interactions. Example: POC for airport authorities during a runway closure. Application: streamlines information flow. Challenge: ensuring availability across time zones.

PRM – Passenger Rights Management. Related terms: regulation, compliance. System that tracks and enforces passenger entitlements under various jurisdictions. Example: PRM automatically issues vouchers for EU261-eligible delays. Application: improves regulatory adherence