Case Study



Turning Agility into Commercial Advantage

/ easyJet

easyJet is a leading European airline serving millions of passengers through a high-volume, digitally enabled travel operation. As a large, customer-facing organisation in a highly competitive and operationally complex sector, easyJet relies on dependable technology, efficient delivery and intuitive digital experiences to support passengers, staff and business performance.

> " In an environment with many stakeholders and established work practices the teams steadily became more predicable and responsive "
>
> Stuart Lawrence - CTO

info@newredo.com · www.newredo.com · 0113 320 7336
NewRedo, Platform, New Station St, Leeds LS1 4JB

Case Study



Project Introduction

Supported easyJet's agile transformation across multiple digital delivery teams, combining discovery, stakeholder workshops, facilitation and hands-on coaching to improve agile maturity, flow-based delivery, delivery infrastructure, test automation, deployment management and risk-based testing across high-volume customer-facing services.

Project Challenge

easyJet operates in a fast-moving, high-volume and highly visible digital environment where reliability, resilience and speed of delivery are critical. The business needed its delivery teams to become more adaptable, commercially effective and confident in evolving customer-facing services in response to market conditions, customer behaviour and operational pressures.

Teams required support to understand their current agile maturity, improve delivery infrastructure and strengthen practices around testing, deployment and flow. There was also a need to build shared understanding across teams and stakeholders so that agile practices were applied consistently and treated as part of a broader operating model for better delivery, rather than as isolated team-level ceremonies.

Project Solution

Our team worked with easyJet through a phased agile transformation programme, beginning with discovery and assessment before moving into workshops, informal training, meeting facilitation and hands-on coaching.

We carried out extensive fact-finding and information gathering with stakeholders across the organisation. This included assessing the maturity of delivery teams, reviewing the delivery infrastructure and identifying practical opportunities to improve ways of working.

We ran workshops, clinics and discussion groups in a range of formats to build shared understanding and create momentum. These sessions helped teams and stakeholders develop the knowledge, language and confidence needed to adopt more effective lean and agile practices.

Alongside this, we facilitated meetings across teams and stakeholder groups to improve alignment, decision-making and transparency. This helped ensure delivery practices were better understood across the organisation and supported by the people involved in shaping, prioritising and governing work.

We also helped easyJet evolve aspects of its delivery infrastructure, including practices around test automation, delivery management and deployment management. This reduced friction in moving work from idea to live service and supported more reliable, repeatable delivery.

A further focus was tactical and strategic risk-based testing. We supported teams in applying testing effort where it mattered most, improving confidence while enabling faster and more commercially responsive delivery.

Following the initial discovery and enablement activity, NewRedo provided an extended period of coaching across multiple delivery teams. This coaching focused on agile execution, flow-based delivery objectives, continuous improvement and the practical adoption of lean and agile behaviours.

Customer Value Proposition

The transformation helped easyJet become more adaptable and effective in meeting its business objectives. Teams were better able to respond to market conditions, including changes in fuel prices, and to experiment with new features across the digital buying journey.

easyJet gained improved capability across agile delivery, stakeholder collaboration, quality practices and delivery flow. The work helped maximise reliability and resilience across a high-profile, high-volume website while enabling the business to move faster and make better commercial decisions.

- Improved maturity in lean and agile ways of working across multiple delivery teams.
- Greater stakeholder alignment and shared understanding of agile delivery practices.
- Enhanced delivery infrastructure around test automation, delivery management and deployment management.
- Stronger tactical and strategic risk-based testing capability.
- Improved flow-based delivery and coaching across the transformation period.
- Greater commercial adaptability in response to market change and customer behaviour.
- Improved reliability and resilience for a high-volume, high-profile digital platform.

Project Skills

flow-based delivery, deployment management, risk-based testing, high-volume web platforms, Agile transformation, Lean software delivery, Agile Delivery Management, stakeholder engagement, workshoping, Cloud Infrastructure, API testing, Test Automation, continuous improvement, Product Management