

# JAL Satellite Travel expands their offerings with global eSIM service

## Client profile

JAL Satellite Travel Co Ltd. established in 1979 in Hong Kong and is a subsidiary company of JAL Group. They provide a wide range of wholesale and retail travel services. Their major business includes sales of air tickets, hotel reservation, online booking service for various types of transportation passes and attraction tickets as well as organizing outbound tours for corporates and schools.

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**Samuel Tam**, Managing Director, JAL Satellite Travel Co., Ltd.

## Summary

JAL Satellite Travel wanted to find new ways to expand the services they offer to their customers. Partnering with us, they're providing the Ubigi eSIM solution from Transatel, an NTT Ltd. subsidiary. Travelers can now seamlessly roam across 180+ destinations without needing to change the SIM card in their phone, allowing travelers to stay securely connected at near local rates.

## Business need

### Building on a customer-experience focus

JAL Satellite Travel has a long-standing reputation as a leader in the Hong Kong travel market, with a focus on travel to Japan.

With the COVID-19 pandemic presenting an unprecedented challenge to the travel industry, they were exploring ways to expand their service offering and remain competitive in the new environment.

With the increasing adoption of the hybrid workplace, one of the growing needs that business travelers are looking for is secure, stable and seamless network connectivity which enables them to connect to their data, applications, people and clients anywhere, anytime.

To accomplish this, they needed a trusted global network partner who could support them in meeting the needs of the business travelers.

## Solution

### Seamless connection with Ubiquitous eSIM

As a long-standing partner of NTT, JAL Satellite Travel identified the Ubiquitous eSIM services from our Transatel subsidiary as a potential solution to their challenges. Leveraging the eSIM, they're able to offer a single solution that works across multiple locations without the need to change the SIM card in the customer's phone. The eSIM profile is installed in the end-user's device and is ready to use in any of the 180+ supported destinations.

With encrypted connectivity, users are assured of secure connectivity to their business data and applications. Also, users have complete control over their account through the Ubiquitous app, including flexible top-up plans and usage details.

## Outcomes

### Delivering greater value to global travelers

JAL Satellite Travel now offers business travelers secure and cost-effective global cellular data service across 180+ destinations at close to local rates.

"The NTT eSIM solution offers our customers the ability to stay securely connected wherever they are without worrying about incurring expensive roaming costs," says Samuel Tam, Managing Director, JAL Satellite Travel Co., Ltd.

It also provides enhanced security while reducing the cost of global connectivity.

With their customers able to stay connected JAL Satellite Travel can deliver additional value to their customers, irrespective of where they're traveling to or the reason for their journey.

"We selected NTT because of their global reach and their ability to deliver support in multiple languages, as well as our long-standing relationship," says Tam.