

Service on the Fly

A Travel & Hospitality Case Study



WHAT WE FACED

Our client, one of the largest domestic airlines, was known for delivering exceptional customer support to its passengers, including a priority support program for its valued frequent flyer members.

The client needed a partner with extensive experience in customer and loyalty management, and a custom Customer Relationship Management (CRM) solution to assist in increasing first-call resolution (FCR) rates. The client couldn't continue to do it on their own—so, who did they turn to in order to provide premium support by phone, email, chat, and co-browsing while complying with stringent domestic and international industry travel policies?

Who else, but yours truly?

WHAT WE DID

We created a custom CRM platform with both inbound and outbound services that captured and analyzed customer data, empowering customers to connect with the right agents at the right times. Our deep analytics extended beyond contact center operations, helping to propose new revenue sources for the airline's business strategy.

We trained top-tier agents to provide tech support and customer care across multiple channels, creating a co-browse web-based help desk to ensure customers could get extra help with website issues in real time—the way CX should be.

WHAT WE ACHIEVED

With our solution in place, the client is flying high with substantially less abandoned calls, faster email response time, and an overall reduction in operational costs. Alorica's first-class approach paved the way for even more superior CX support, and we also helped create a baggage support hotline and web helpdesk using the same client-customized platform.

REAL-WORLD RESULTS



Decreased abandoned calls by **82%**
(compared to previous in-house performance)



Achieved a **67% reduction** in email response time



Reduced overall contact center costs by **over 40%**

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