

# SERVICE ON THE FLY

## A Travel & Hospitality Case Study



### THE CLIENT

One of the largest domestic airlines – serving more than one million customers annually – was known for delivering exceptional customer support to its passengers, including a priority support program for its valued frequent flyer members.

But they 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 also complying with stringent domestic and international industry travel policies?

Who else, but yours truly.

### THE PROGRAM

Most notably, the airline's customers had grown weary of long wait times on the phone. They needed a mature partner with extensive experience in customer and loyalty management, and a custom CRM solution to assist in increasing first-call resolution rates.

It was necessary that the program meet a variety of client expectations and standards, including strict compliance with general and corporate policies, rigorous security standards to protect customer data, and a comprehensive agent training program that encompassed instruction across multiple contact channels.

### THE SOLUTION

Alorica created a custom CRM platform that included both inbound and outbound services. It captured and analyzed customer data (formally a manual process for the airline) to generate comprehensive customer profiles, allowing those customers to connect with the right agents at the right times. Furthermore, these deep analytics extended beyond contact center operations, and proposed new revenue sources for the airline's business strategy.

We trained agents to provide exceptional technical support and assistance across communication channels, and developed a program for our web-based help desk that provides further assistance for customers experiencing problems on the client's website. Agents utilize a co-browse tool, allowing remote screen sharing; this facilitates a Google-esque search capability to find error codes and solutions, while the customer follows along in real-time on their screen. In short, it ensures that the customers receive proper solutions from their very first call – which is, frankly, as it should be.

### THE RESULTS

The program was so successful that Alorica now additionally staffs a baggage support hotline and web help desk using the same client-customized solution.

Additionally, we:

- Decreased abandoned calls by 82% (compared to previous in-house performance)
- Achieved a 67% reduction in email response time (from 72 hours to 24 hours)
- Cut overall contact center costs by more than 40%

### THE BASICS

#### Start date

2004

#### Location

Offshore

#### Solutions

Back Office

Customer Care

Inbound/Outbound Services

#### Implemented Technology

Alorica-customized CRM platform