

AVIATION CASE STUDY

Transforming the Aviation customer journey in Voice channel


42% reduction in customer contacts


10% deflecting contacts to specialized desk

Client Profile

One of the India's largest Aviation service provider with a fleet of >50 flights and >200 daily journeys across sectors – 5th largest airline in India ~9% passenger market share

What Did We do?

 We conducted extensive analysis to find 40% of the volume was contributed by repeat calls from Travel Agents

 Introduced self help on IVR for Flight and Policy related queries

 Nullified abandons at the switch level

50K **45K** **100K**

Introduced Travel Agent desk to deflect 10% of unique TA volume

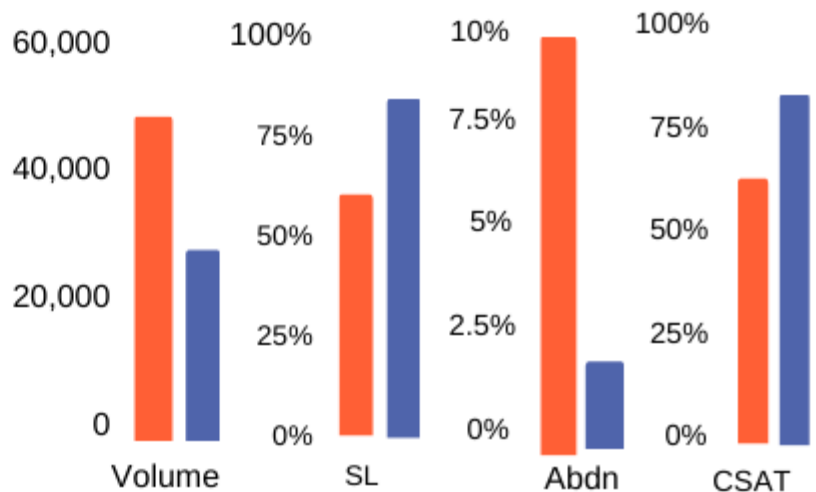
Self help deflected 9% of the calls

20% improvement in SL and 13% in CSAT with 23% reduction in repeat

Business Objective

The Client was receiving ~510k calls monthly which was contributed by both customers and Travel Agents. Both of them were reaching the call center for simplest of the queries like flight status, baggage policy, IROP policy, Lounge access etc.

Transformed



Client Testimonial

"Congratulations in creating TA desk – first of its kind in the industry"

"Congratulations in creating TA desk – first of its kind in the industry"

"Entire leadership team was sponsored free trip to Male for 3N/4D"