

CASE STUDY | AIRLINE

A leading American airline improves customer experience the Servion way

Business Challenges

The client is a leading American airline that acquired another airline. With the acquisition came a host of disparate technologies.

- Agents were getting a disjointed view of the systems and contact center managers were struggling to generate unified reports.

- Ultimately, the disconnected system started impacting the experience customers were receiving in their contact center.

- Fixed routing patterns was preventing them from leveraging capacities against demand

Solution

- Servion designed and enabled the client to build a best of breed global virtual contact center

- Dynamic routing capabilities were built for capacity management

- Systems were unified and were upgraded to the latest technology

Benefits

- The Servion CX solution helped the client to enhance its customer experience by achieving the following results

- 20% drop in repeat calls
- 15% drop in agent transfer
- 25% reduction in average calls per customer