

# A leading airline in UAE infuses new life into their contact center

## Challenge

- In an industry where customer is the king, this airline was unable to build customer satisfaction and loyalty
- During every interaction, customers were sharing a wealth of information. But the airline lacked a unified process to process to capture data from customer interactions
- While tracked many critical contact center KPIs, they did not have a process nor the infrastructure to systems to measure qualitative aspects that were deemed most relevant for their market

## Solution

- Servion adopted a consulting lead approach and executed a gap analysis. A detailed assessment of the airlines' contact center was done to identify gaps and aspects that needed improvement
- A unique 360 degree approach was taken to resolve all the causes for customer frustration and drop in quality of customer interaction
- Critical impairments to customer satisfaction were tracked and an intelligent self service solution was built

## Key Discoveries

- No documentation and measurement of processes
- Customer interactions were not standardized or structured
- A single system of communication for back-end and front-end operations was absent
- Agents found it difficult to keep time commitments as they were handling multiple jobs/activities
- Escalated problems were not handled efficiently

