

# Europe's third largest airline achieves customer service consolidation and process centralization

## The client

The client is a global leader in their three main lines of business: passenger transportation, cargo transportation, and aeronautics maintenance. They operate 2,200 daily flights to 316 destinations in 115 countries, and support a frequent flyer base of 25 million members.

## Opportunities

- Transition to a centralized and integrated operating model
- Introduce professional customer care operations for all markets
- Introduce centralized management of customer care service
- Align customizable local processes
- Enhance call center SLAs for consistency in all markets
- Optimize and upgrade the technical infrastructure essential for "Booking to Landing" processing

## Compelling event

The client was experiencing major difficulties servicing its many markets due to non-centralized and country centric processes, in addition to increasing customer demand. With some markets lacking professional contact center services to handle reservations, the client required a partner capable of providing process integration, together with a fast centralization of all procedures in their various markets. Wide ramp-up capacities and development of business processes from scratch were needed to achieve the ultimate goal of process centralization and single-point-of-contact call center management.



## Case details

- Airline industry
- Partnership since December 2014
- Languages: English, German, Russian, Polish, Bulgarian, French, Hungarian, Romanian, Greek, Turkish, Ukrainian, Czech, Hebrew. We continue to add from our portfolio of 32 languages.
- Program size: Over 100 team members
- Inbound customer support via phone and email
- Business process optimization and transformation

## TELUS International Europe solution

- Multilingual customer support for ticket reservation, cancellations, changes and general frequent flyer information
- Deployment of a fully integrated Contact Center Management Platform for the client
- Centralized contact management and all related processes
- Deployment of thorough KPIs and Quality Matrix
- Deployment of reporting processes and optimized forecast and staff planning procedures
- Improved training processes, enhanced training materials and shortened learning curve for employees
- Cost-cutting and long-term optimization of cost-quality interdependencies
- Utilization of the Amadeus global delivery system

## Implementation highlights

Within three weeks, TELUS International implemented the initial scope, integrating all needed systems, and rolling-out a tailored reporting and quality matrix. A comprehensive action plan was introduced to retain successful employees and provide motivation through the intensive five week training process. HR management and recruitment of the right language and experience profiles also facilitated quick implementation and time-to-market.

Three months after the first go-live, markets that lacked forecasts and contact handling processes were implemented. Within nine months, ten additional markets were successfully launched with the continuous development of standardized policies, procedures and processes occurring with each implementation.

The alignment of all project deliverables to a centralized standard and the application of Six Sigma expertise for process analysis studies ensured efficient customer service and metric improvements. The client experienced increased productivity by 40% and decreased average handle time (AHT) by more than 50%, allowing for the smooth integration and roll-out of the remaining markets. The solution continues to evolve today with the recent introduction of a sophisticated CSAT matrix, which will provide the client with more comprehensive information on customer behavior.

## Key success factors

- Process intelligence culture and transformation expertise
- Multilingual capabilities and service scalability
- Centralization and process alignment experience
- Excellent fit of cultural and corporate values with client's brand
- Short time-to-market and service implementation timeframes
- Flexibility and ramp-up capabilities
- Integrated Quality Management
- Nine years of experience in the travel industry

## About TELUS International

With locations throughout North America, Central America, Asia and Europe, TELUS International delivers integrated customer service outsourcing, BPO and ITO solutions to some of the world's top brands. Our team members are passionate about sustaining our thriving culture founded upon our value proposition to enable customer experience innovation through spirited teamwork, agile thinking, and a caring culture that puts customers first.