CUSTOMER SUCCESS STORY

Customer Experience Modernization for Flagship Airline of India

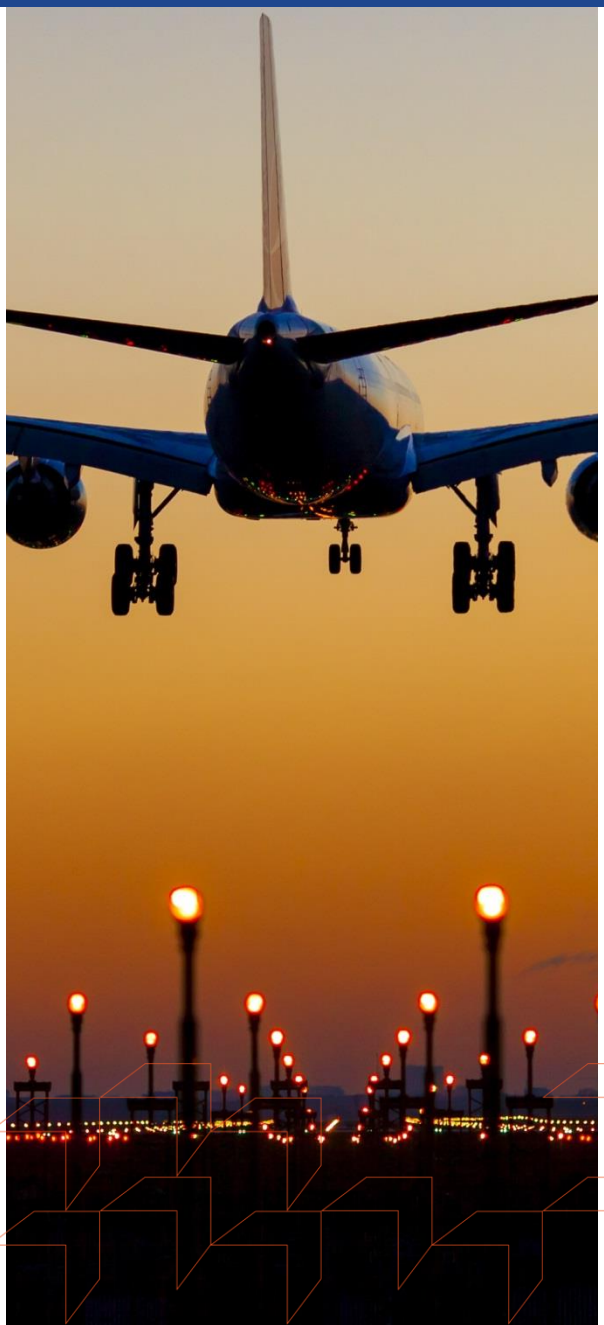
ABOUT THE CLIENT

Our client, Air India, is owned by Air India Limited, a government-owned enterprise, and operates a fleet of Airbus and Boeing aircraft serving 94 domestic and international destinations. It is the largest international carrier out of India with an 18.6% market share. Over 60 international destinations are served by Air India across four continents. The airline became the 27th member of Star Alliance on 11 July 2014.

Business Challenge

The on-premise legacy solution built using traditional tools and technologies did not give unified & seamless experience to both customers and Customer Representatives attending them. Challenges included -

- Lacked Integration capabilities with other applications
- Multi-Channel Engagement but all in silos
- Unable to find right target audience to push campaigns and promotions to eventually generate more revenue
- Unstructured Data mainly managed in Excel



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Business Need

The airline wanted to transform its Customer Experience to resolve the challenges posed by the existing system. The new system should provide:

- Omni-channel customer engagement by supporting new and existing digital channels from telephony to chatbot using an API-led approach
- Single 360° Customer view to empower agents with all customer information by integrating with siloed 3rd-party systems
- Provide insights on customer engagement and be support execution of complex able to run targeted marketing campaigns.
- Smart analytics and real time data available in the form of reports and dashboards sliced and diced for different stakeholders

Solution

The client selected IGT Solutions for its requirement to provide state of the art CRM for the delivery of service from contact centers. This would enable Customer Data to be Stored in a Single Application which in turn would enable client to run targeted marketing campaigns and increase revenue. IGT leveraged its extensive domain knowledge and technical expertise to implement a solution best-fitted to address the challenges. The solution consists following:

- Low Code Cloud platform based solution which is scalable, secure, that's easy to customize and upgrade.
- Managing the Customer Profile, case management, customer access across all channels, integration with legacy systems, pre-built integration apps, support ticketing, knowledge base, routing and escalation, and queue management.
- Multiple Integrations implemented, including:
    - PSS system to perform various routine activities like PNR creation, information dissemination regarding bookings, fares, schedules etc.
    - payment gateway to enable payments for both domestic and international customers via IVR and self service custom web link.
    - Risk Engine to prevent fraudulent online transactions.
    - SMS gateway to send notification to customers at various stages of journey.
    - Loyalty management system
    - CTI Integration via CISCO Connector for inbound and outbound calling
- Marketing Campaign management function Ability to create customer journey and launch targeted marketing campaigns with comprehensive customer data analytics by harnessing data from various sources including service cloud, PSS and DCS applications.
- Reporting data pushed to Salesforce Einstein Analytics
- Enabled Digital Engagement channels including telephony, SMS, Email, Self service custom pages, Live chat, ChatBot, Facebook, twitter to help boost agent productivity, increase ROI and customer satisfaction levels
- Automatic routing of different tickets / cases across Omni-Channel Platform – routing of tasks agents based on the agent's capacity, priority and skillset.

Benefits of Solution

- Omni channel engagement helped boost agent productivity, increase ROI and customer satisfaction levels
- Improved agents productivity - decision flows are integrated to accelerate the learning curve of agents. The complex process flows like refund, cancellation, ticket reissuance etc are broken down into steps that agents can go through while interacting with customer to ensure faster and correct resolution of request.
- Daily assessment of agents at the time of login to ensure their knowledge is up-to-date. This ensures accountability of agents and continuous improvement that can be tracked and reported.
- With a knowledge base that's embedded right in the console, agents can deliver the right answers to customers with ease. They can even share articles to any channel or device with one click.

Statistics

2k+
Booking/ Reservations Daily

27k+
Call Vol

25k+
Cases resolved Daily

700+
Agents

4K+
Email to Cases Resolved daily

Dealing
50+ mn
Travelers annually

4K+
Chatbot Unique conversations daily

15%
Efficiency Increase In Managing Cases MoM

Tools & Technologies

salesforce service cloud
salesforce marketing cloud
salesforce einstein analytics
CISCO