

ALL FLIGHTS ARE CANCELLED
MARCH 2020

**RESILIENT SOLUTIONS
FOR A CHALLENGED
INDUSTRY DURING THE
COVID-19 GLOBAL
PANDEMIC**





**IN DECEMBER 2019 WE TOOK
OVER THE CALL CENTER
OPERATIONS FOR THE TOP
LOCAL AIRLINE.**

**EVERYTHING WAS GOING
ACCORDING TO THE PLAN
UNTIL THE PANDEMIC
STARTED.**

**AN INDUSTRY FORCED
TO REIMAGINE ITS
FUTURE**

“Financially, 2020 will go down as the worst year in the history of aviation.”

<https://www.iata.org/en/pressroom/pr/2020-06-09-01/>

THE BEGINNING

Until 2019, our customer had an in-house call centre. Their business was growing in a highly competitive HR market and they decided to focus on long term development and growth and to outsource the customer service.

After an intense pitch we were the top choice due to our flexibility and readiness.

We managed to go live in less than one month with a team of well trained 15 agents.

CUSTOMER CARE OPERATIONS

- General information line
- Flight status information line
- Tickets prices information line
- Booking service and changes
- Service upgrades
- Payment information and refund information
- Online check-in support
- Back office operations
- Cross selling (additional services).



MEANWHILE

As a top airline company, our customer reacted fast regarding the Covid-19 threat. From early on, in February, their airplanes were regularly cleaned and disinfected. They also managed to keep some flights during the spring lockdown and started to gradually resume the activity from June.

But customers were calling for assistance as they needed information. All over the world, airlines were flooded with calls , the volumes tripled. Peaks even reached four times more interactions than business as usual.

This was a crisis and fast reaction was the key.

As planes stayed on the ground, hundreds of problems started to rise.

COMPLETE SOLUTION

MULTICHANNEL APPROACH

75 % CALL (main channel)

25 % EMAIL (for general information)

COVERAGE

THREE languages (English, Italian and Romanian)

Support for travellers all over Europe

FLEXIBLE IN UNPRECEDENTED TIMES

We were able to resize the support team as the customer required.

Three months from the Go LIVE we doubled the staff.

Then, forced by the pandemic context we had to redistribute the human resources on other projects and to integrate them back as the business demanded.



17,000
MONTHLY
interactions



50,000
emails/year

The main customer support operations for this project are INBOUND, but we also offer OUTBOUND assistance when required (often for cancelled or postponed flights).



CORE TEAM IS THE SAME

Having well prepared staff to coordinate the project allowed us to act fast.

BETTER SERVICE FOR CUSTOMERS

Back-office tasks are performed by specifically trained staff, so the agent can quickly move to the next call.

QUALITY MEANS PERFORMANCE

Quality Assurance (QA) : 85%
Accessibility : 85%

COVID-19 CHANGED EVERYTHING

MOST INTERACTIONS TARGETED THE CANCELLED FLIGHTS

This meant customers wanted fast, customized and reliable assistance.

UNEXPECTED PEAKS

With lockdowns and restriction we had to deal with surprising peaks.

THERE IS NO FORECAST FOR THE FUTURE

Despite this, we managed to keep our focus on providing qualitative services.

What started as an interesting project in a very specific industry, turned out to be a great challenge, for the airline, the passengers and for us, as a BPO provider.

Flexibility was always our strength and this time it made a the difference.

As we were facing the new normal, we aspired not only to have fast reactions, but to offer the same quality in our services.

Can you do the same for you company and also keep the costs down?



What about your business?

Do you have more than 10,000 monthly interactions?

Let's get in touch!

CONTACT US
VALORIS CENTER
www.valoris.ro
contact@valoris.ro
+4 021 529 99 29

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