

Customer Care & Sales

Travel & Hospitality

Case Study

Major U.S. Commercial Airline Uses Lean Six Sigma

*and Improves Satisfaction
from the Philippines*



Overview

The client is among the top 10 largest commercial airlines in the United States, offering flights to travelers in North America and Asia.

Industry

Travel &
Hospitality

Solutions

Multichannel customer care and sales in the voice, chat and e-mail channels for seven lines of business

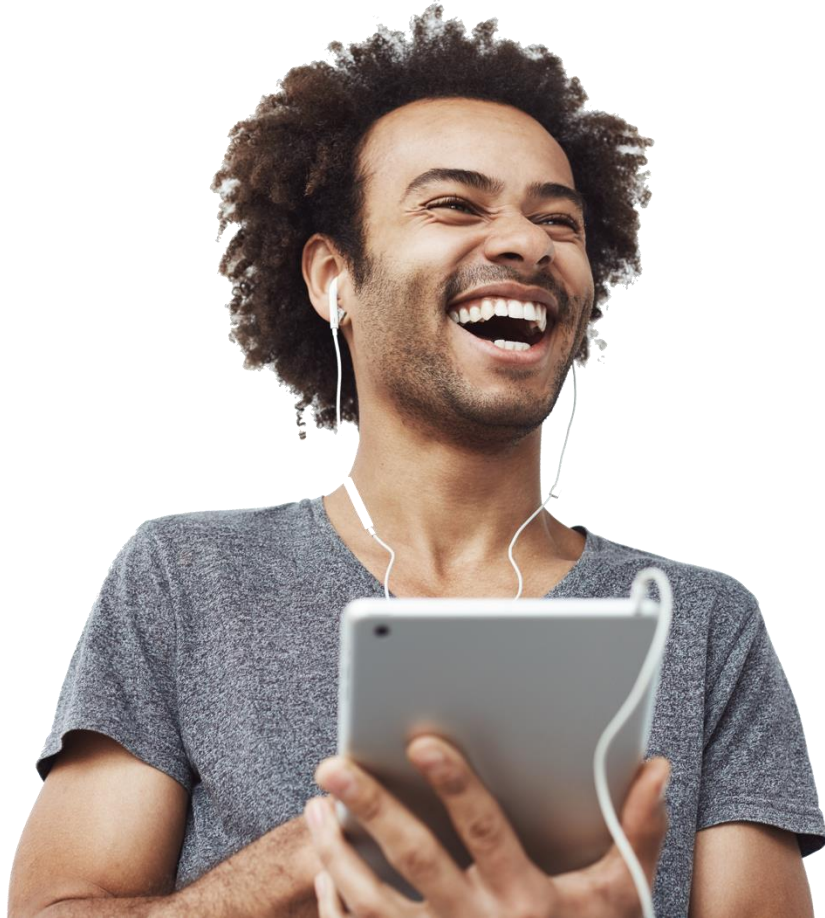
Geography

Service to the
U.S. from the
Philippines

Results

Team Performance: Lean Six Sigma methodology increased overall levels of performance and consistency

Customer Care: Improved understanding of customer issues by almost 10%
Customer Satisfaction and Reservations KPI: Improved overall agent performance with customer satisfaction and reservations by more than 20%



The Challenge

For more than a century, authentic hospitality and customer satisfaction have been at the heart of the client's business. The airline's growth over the years subsequently increased customer care volumes, and the client needed a contact center partner with a similar intense focus on ensuring the happiness and satisfaction of customers.

The Solution

The client and Teleperformance began working together in 2012, with Teleperformance handling general reservation calls from a site in the U.S. The client was interested in expanding to a second site offshore, and Teleperformance suggested a location in the Philippines. The partnership expanded to a second site in Cebu, Philippines, and, along with the U.S. site, the team provides multichannel customer care and sales support for airline travelers. Teleperformance's solutions include:

Philippines Site Location

The educated and ample workforce available in the Philippines, with an intrinsic gracious and hospitable demeanor, made the Philippines a perfect location choice for the client. A strong cultural affinity with the U.S. promotes a similar emphasis on values and way of life, which fosters better communication between agents and the client's guests.

Lean Six Sigma Methodology

Teleperformance leveraged a Lean Six Sigma methodology for the client, along with Teleperformance's best practices for operations (TOPS), human resources (BEST), and quality assurance (BEST QA), which have resulted in performance and consistency improvements. Implementing this approach is evidence of Teleperformance's dedication to continuous operational improvement for the client and the overall success of its business.

Philippines Site Location

Teleperformance handles the client's inbound customer care and sales volume in the voice, chat, and e-mail channels for the following seven lines of business:

- General Reservations
- Ticketing Services
- Web Support
- Group Desk
- Corporate Affairs Office
- Miles and Service Center
- Elite Desk

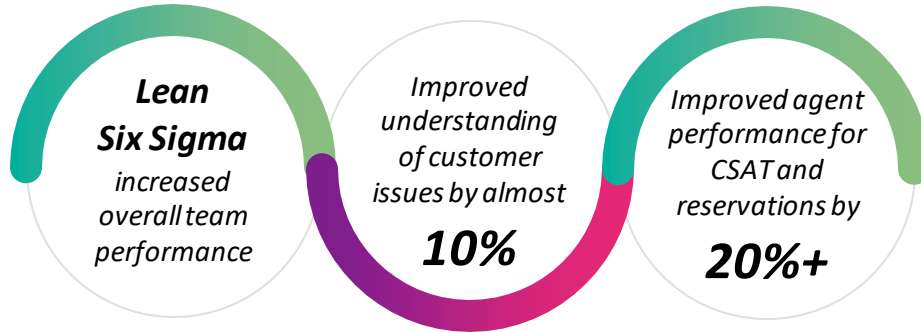


Dedicated Operational Leadership

Overall Customer Satisfaction, and continuously meeting and exceeding the Reservations Overall Satisfaction KPI (OSAT), is one of the key metrics for the client. To ensure a successful operation, Teleperformance hired a dedicated operational leadership team with airline and travel industry experience. The team is specifically focused on the following action items:

- Simplify operations; move complex and long tasks to automation or self-service
- Source the right people and empower them with better tools and training
- Establish better product knowledge and brand engagement
- Consistently care for guests regardless of where they are in their journey
- Establish closed-loop customer service
- Plan for and explore future communication channels to meet the needs of increasing customer care volumes and improving guest experience
- Identify opportunities to simplify policies and procedures for staff, as well as guests

Teleperformance helped the client achieve the following results.



Increased Team Performance

Lean Six Sigma methodology increased overall levels of performance and consistency.



Enhanced Customer Care

Improved understanding of customer issues by almost 10%.



Improved Customer Satisfaction and Reservations KPI

Improved overall agent performance with customer satisfaction and reservations by more than 20%.

Client Testimonial

"I was very pleased to see the effort and results presented by your team. This is exactly what was missing and I hope the energy and enthusiasm continues. [Agent] did a great job, like a trooper and no hint of a beginner. Let's keep up the momentum."

--Client Vendor Management



Thanks!

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